

No.  
290  
October  
1989

# MAD<sup>IND</sup>®

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IN THIS ISSUE  
WE **SLIME** GHOSTBUSTERS II



SAM  
VIVIANO



WHEN YOU THINK OF GREAT AMERICAN SPORTS, YOU THINK OF...

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FEATURING  
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# MAD

"The trouble with learning from experience is that you get the test before the lesson!"  
—Alfred E. Neuman

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**CONTRIBUTING ARTISTS AND WRITERS** the usual gang of idiots

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FRONT COVER ARTIST: SAM VIVIANO

BACK COVER PHOTOGRAPHER: IRVING SCHILD

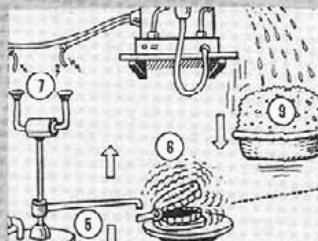
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## VITAL FEATURES

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BUSTERS II"  
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USE COUPON OR DUPLICATE





## DOUBLE VISION-IN REVERSE?

You dopes!! In your satire "Twinge" (MAD #288), you got the names mixed up. In *Twins*, Danny DeVito was Vincent and Arnold Schwarzenegger was Julius. In your version it was the other way around. Face it, you guys screwed up!

Charlie Coniglio  
Yardley, PA

Hey, cut us some slack! So we had trouble telling them apart...They were TWINS, remember?!—Ed.

## BOOK MOCKS

I cut out the MAD "Squashed Bug Collection" bookmark from the back cover of issue #287 and put it in my school reading textbook. My teacher saw it and the next thing you know I was scraping dead bugs off the window in our classroom after school. You can have your crummy bookmark back, you morons!

Josh Timken  
Boulder, CO

Scraping dead bugs off of windows? Terrific! And they say our schools aren't teaching students skills they can use to get jobs when they graduate (or in your case, drop out)!—Ed. PhD.

## EXXON MARKS THE SPOT



Chuck Brutz of Pittsburgh, PA sent us this recent cartoon from the Pittsburgh Press. To see what we think of Exxon, sneak an oily peek at our back cover!

## "SHORTS" SUBJECT

Who's the hunk with the cool shorts and the great bod on "MAD Shorts" (Super Special #68)?

Homer "Scooter" Gonzalez  
Rochester, NY

"Scooter" Gonzalez? Weren't you a Warner Bros. cartoon character back in the 50's? Say hi to Pepe LePew for us!—Ed.

Who's the fat slobbo on the cover of your Fall '89 "MAD Shorts" Super Special?

Leslie Deppert  
Punta Gorda, FL

The stomach you refer to belongs to none other than respected Oscar winner Robert DeNiro, who, as he did in "Raging Bull" and "The Untouchables," bloated up 87 pounds to pose for our cover. Thanks again, Bobby!—Ed.

## HEAVY METAL MADNESS

Listen you #1&\*, me and 15 others are totally &%@! @#?! about your put-down of Metal! Where the \*(&% hell do you get off doing that @+!@? Just two words to let you know how we feel—\$&%\* you!

A Headbanger  
Pleasant Hill, IL

Your letter has caused great controversy in our office—50% of our staff thinks you're a stupid drooling pea-brained putz while the other 50% disagrees and says you're an insignificant puss-ridden stuttering geek! There is one thing we all agree on, however—you're a schmuck! Thanks for writing!—Ed.

As a 17-year-old in the small but intelligent minority of teenagers who hate 80's music in general and Heavy Metal in particular, I'd like to compliment your making fun of the most unimaginative, pointless, irrelevant and unlistenable "musical" garbage that the music industry has ever been shameless enough to throw in our faces, which is endlessly pumped out by groups of talentless clowns who think leather, spandex and animal sacrifices are a replacement for any sort of musical competence whatsoever!

Charles F. Savoy IV  
Baton Rouge, LA

Chuck—Lighten up! Chill out! Catch your breath! Now what exactly are you trying to say—do you like Heavy Metal or what?—Ed.

Who gives you the right to make fun of some of the most successful bands in rock? Poison does not wear lacy lingerie and does not have any confusion over their sexual identity! They are awesome men who love women. I know because I've met the band. Yes, they do wear makeup, but that's only because they are trying to entertain, be different, and it just so happens that it makes them look good!

Mandy Knife  
Westerville, OH

Mandy—just what do you mean by "met the band"? More importantly, just what do you mean by "awesome"? Hey, wait a minute, what do you mean by "Mandy"? Are you a man or a woman?? Good God, your letter is depraved!—Ed.

I'd like you to know that Ozzy Osbourne does not have his name tattooed on his tongue and his head is not in the shape of an eggplant!

Mark Granke  
Williamsville, NY

Happy to correct the error. Actually, Ozzy's tongue is shaped like an eggplant. You don't want to know where his name is tattooed, but here's a clue—bring a miner's lamp!—Ed.

As the saying goes, imitation is the sincerest form of flattery. We got a big kick out of "Metal Sludge." Great parody!

Gerri Miller  
Executive Editor  
Metal Edge Magazine

Thank you! You like us! You really like us!—Ed.

Other headbangers who absolutely loved our Metal humor and wrote to tell us what a super duper job they think we did include:  
Brian Hensley, Houston, TX; Matt Mower, Riverside, CA; Tracy Osburne, Las Vegas, NV; Angel Gotschal, Westmont, IL; Mark Reynolds & Tom Brooks, Lynn, MA; Shonna Cook, Water Valley, KY; Dorothy Riggs, Yakima, WA; Brian Heileson, Portland, OR; Paul Rosciani, Chicago, IL; Kathy Stewart, Macon, GA; Martin Kwiecinski, Buffalo, NY; E.L. DeVille, Shippensburg, PA; Pam Asten, Magna, UT; Doug Muldowney, Brighton, MI; April Szidlik, Norwalk, CT; Heather Burch, Burlington, NC; Tawny, Arlington, TX; Roxanne DeGruty, Houston, TX; Jonathan Blount, Who Knows Where!

SLY STALLONE'S  
WORST NIGHTMARE

So who should MAD's own Dave Berg run into on his last trip to his Doctor's office? None other than Sylvester Stallone, hard at work on the set of his new film *Lockup* (top picture)! After some fast talking by Dave's agent Mitch Berg (left), Sly agreed to use Dave as his stunt double! This occurred only minutes after actor John Amos (bottom picture), who also stars in *Lockup*, agreed to use Dave as his fashion consultant! Ah, Hollywood!



## MORE METAL! MORE METAL!

I was embarrassed (for myself and fellow Metalheads) to see weenie nerds carrying what looked like a totally awesome Metal mag. I was greatly relieved to discover these weirdos weren't trying to join the ranks of really cool people (like myself), but were only drowning in another boring issue of MAD!

Misty Hale  
Starkville, MS

Miss Misty—your referring to yourself as "really cool" is akin to Dan Quayle referring to himself as a War Hero!—Ed.

## SUPER SPECIAL COMMENTS

I just bought the "MAD Sports 2" Super Special (#70) and noticed a shape on the spine of the magazine that sort of resembled ¼ of Alfred E. Neuman's head along with what kind of looked like in a vague sort of way part of what could possibly be the MAD logo. Does this mean that if I get the next three Super Specials (of which #71 goes on sale Nov. 30th), I'll get the rest of the picture?

William Mildred Farnsworth  
Higgenbottom Gaines, IX  
New York, NY

Perhaps!—Ed.

Please Address All Correspondence To:  
MAD, Dept. 290, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however; unless they are accompanied by a self-addressed, stamped envelope or a note congratulating M.C. and Lee on their marriage!

THE SECOND SLIME AROUND DEPT.

What's the hot-action, feel-good hit of the summer that people are flocking to see? *Batman*, of course! Which is why MAD now proudly presents its satire of ...

# GROSS!



Why are Bill Murray, Dan Aykroyd and Harold Ramis playing the same roles they played in almost the same movie more than five years ago?

Look at the awful films they were in when they tried something different: Ramis in *Baby Boom*; Murray in *The Razor's Edge* and *Scrooged*; Aykroyd in *Spies Like Us*, *The Great Outdoors*, *The Couch Trip* and *My Stepmother is an Alien*—all bombs!!

I guess the Sly Stallone philosophy really applies: "If at first you do succeed, do it over and over and over again!"

# ZAP!



At the end of *Ghostbusters I*, we were big heroes! Now we're bums! What happened?

Two things: First, the marshmallow man you exploded resulted in lawsuits because it gave half the people in New York diabetes! Second, it's another Sly Stallone philosophy: "To guarantee that the audience will like the stars of a movie, keep returning them to the underdog roles!"



Why is the baby so disturbed?

How secure would you feel if your mother once turned into a monster-killing dog?!!



# BUSTERS II

ARTIST: MORT DRUCKER

WRITER: STAN HART



What made you choose this dangerous line of work?

I'm fascinated by terrifying occurrences that people can neither understand nor explain!

Yeah, like what?

Like Dan Quayle being Vice President!

Everyone thought you and Peter would live happily ever after!

I left him and his Grossbusters to stay with a group with a lot more class—some Gorillas in the Mist of Africa! That's where my baby was born!

And who is the baby's father?

It's hard to tell. There was an awful lot of mist!

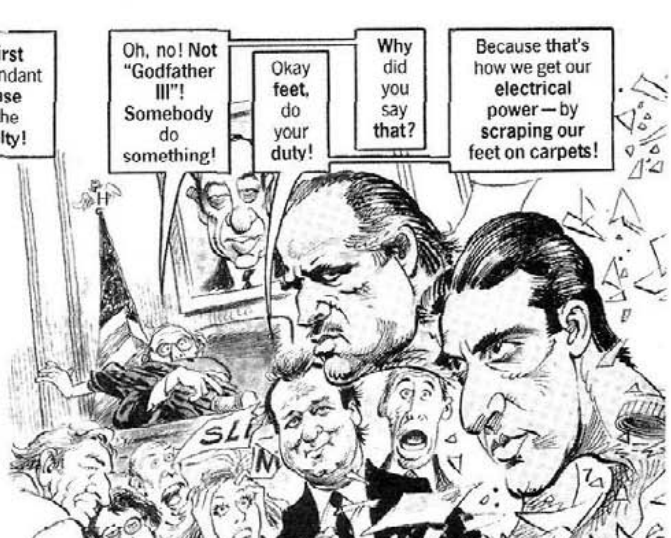
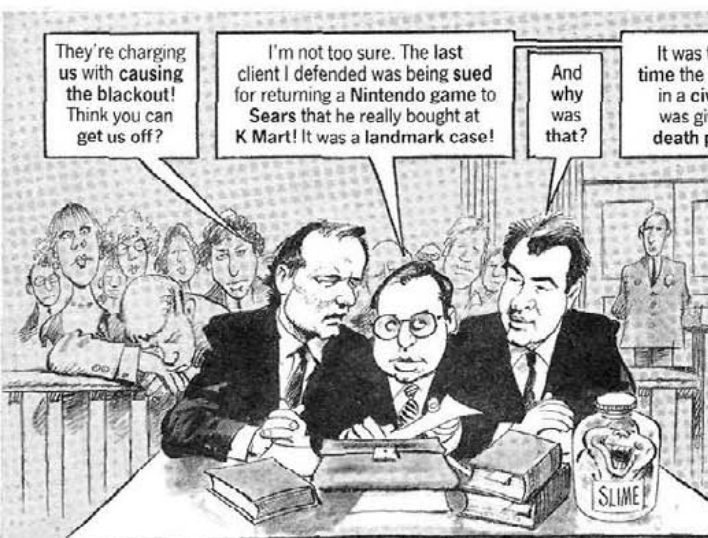
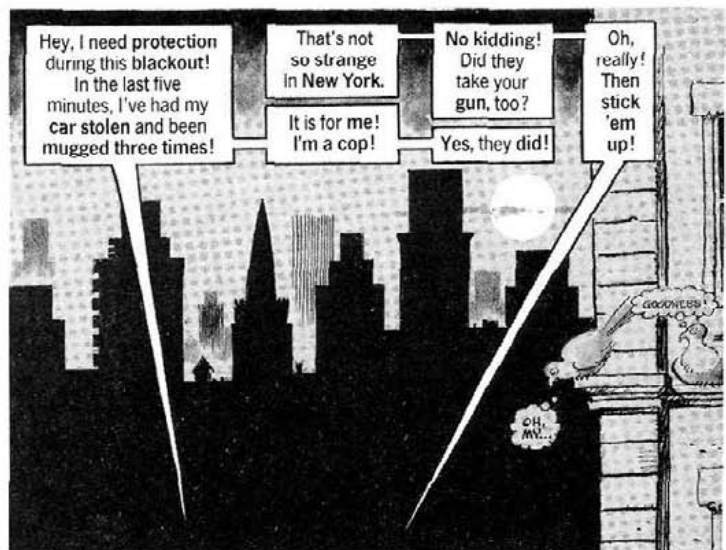
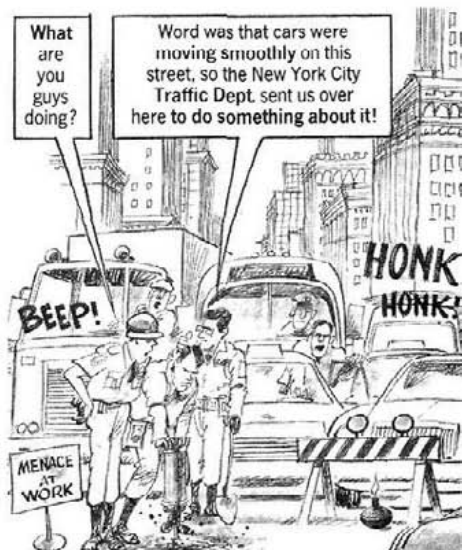
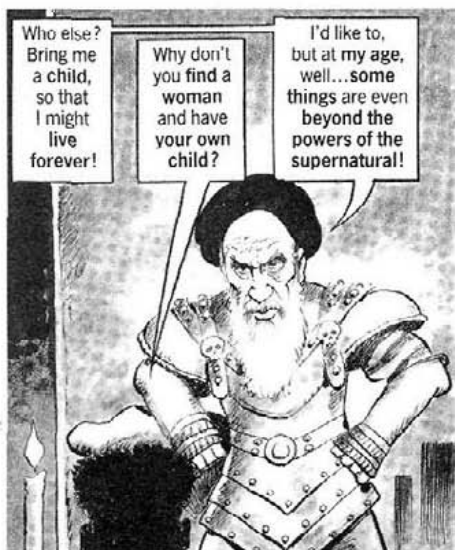
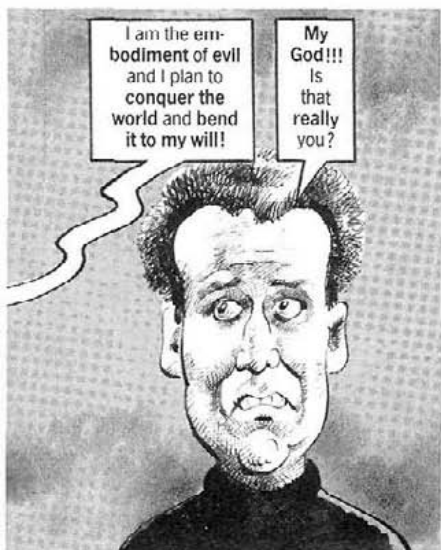
As clergymen, we're against people believing in fantastic nonsense like supernatural phenomena.

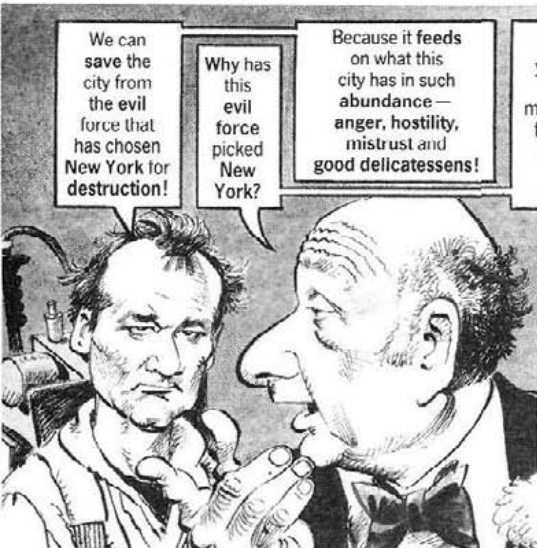
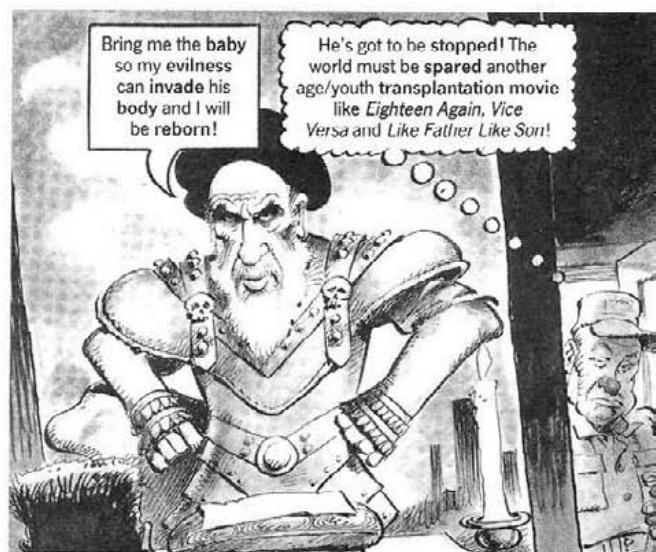
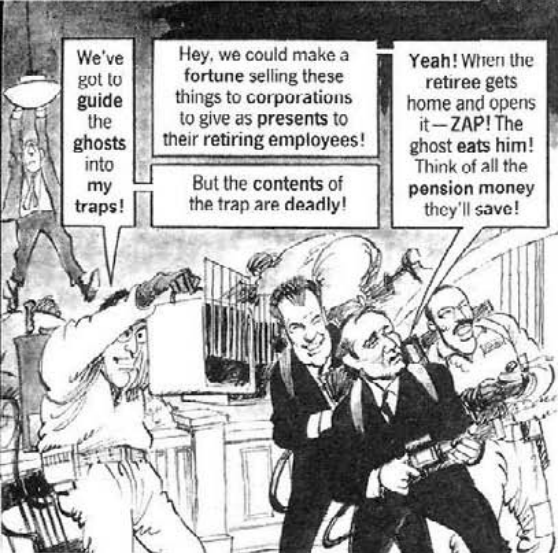
Yeah. You want people to believe in everyday stuff like Noah and the Ark, Jonah and the Whale, and talking serpents with apples!

IIIQ  
DRUCKER

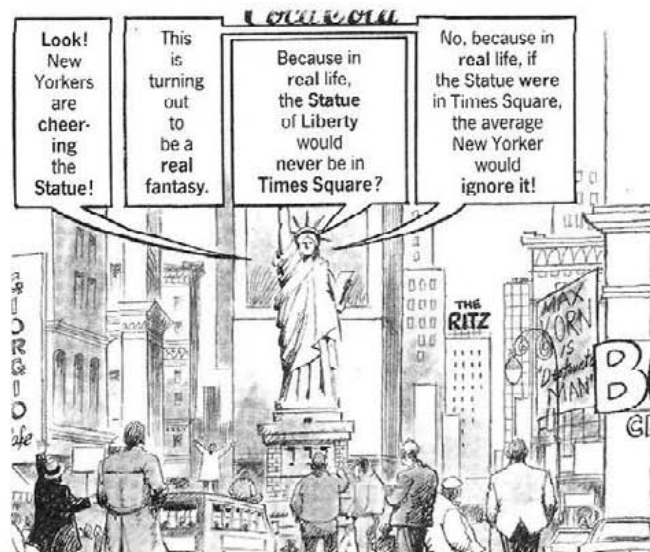
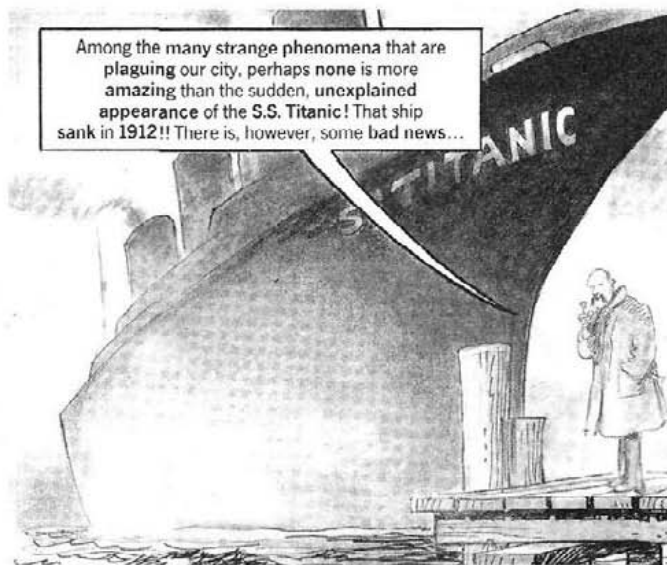








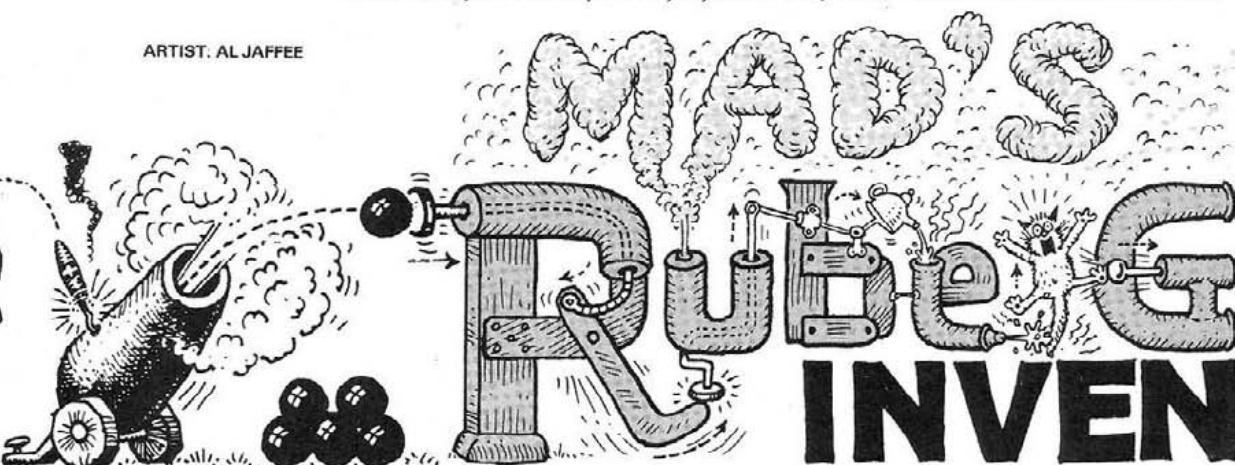




THE CONTRAPTIONS ARE COMING MORE FREQUENTLY DEPT.

"Rube Goldbergs," as any decent dictionary will tell you, are outrageously complicated devices that perform simple everyday tasks. They were named for the brilliant cartoonist

ARTIST: AL JAFFEE



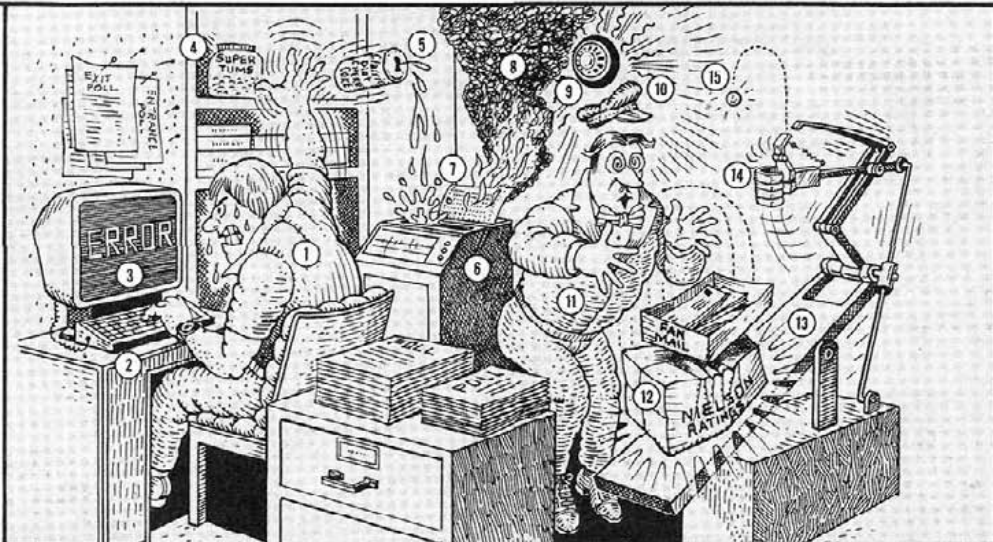
## THE AMAZING NO-SMOKING SECTION RESTORER

Smoke (1) causes non-smoker (2) to sneeze explosively, rustling tail feathers of parrot (3) formerly owned by Jessica Hahn, causing it to squawk "Another rash! Another rash!", which hard-of-hearing wall street broker (4) mistakes for "Another Crash!". Overcome with panic at the thought of having to find a real job, broker chokes on his filet mignon (5). Passing waiter/exercise video actor (6) mistakenly applies Heimlich Maneuver to man eating garbanzo beans (7). The beans (8) ricochet against a wall (9), sounding like machine gun fire. Diners in smoking section (10), thinking it is another Mob killing, gasp in terror, sucking smoke back to where it belongs.



## THE NETWORK NEWS PROJECTED ELECTION WINNER PICKER

Network news producer (1) feeds early "Exit Poll" data into computer (2), which, in a matter of seconds, displays "ERROR" on monitor screen (3). Producer's ulcer acts up, causing him to reach for Tums (4) and carelessly spill can of Classic Diet Cherry Coke (5) onto Telex (6), shorting it out. Sparks from Telex set paper (7) on fire, sending smoke (8) towards smoke detector (9). Piercing beep (10) startles anchorman's chauffeur (11), who drops Overnight Nielsen Ratings (12) onto see-saw platform (13), releasing spring-loaded mechanical thumb (14), flipping coin (15) and selecting winner, thereby saving 100 million Americans the hassle of having to go out and vote.





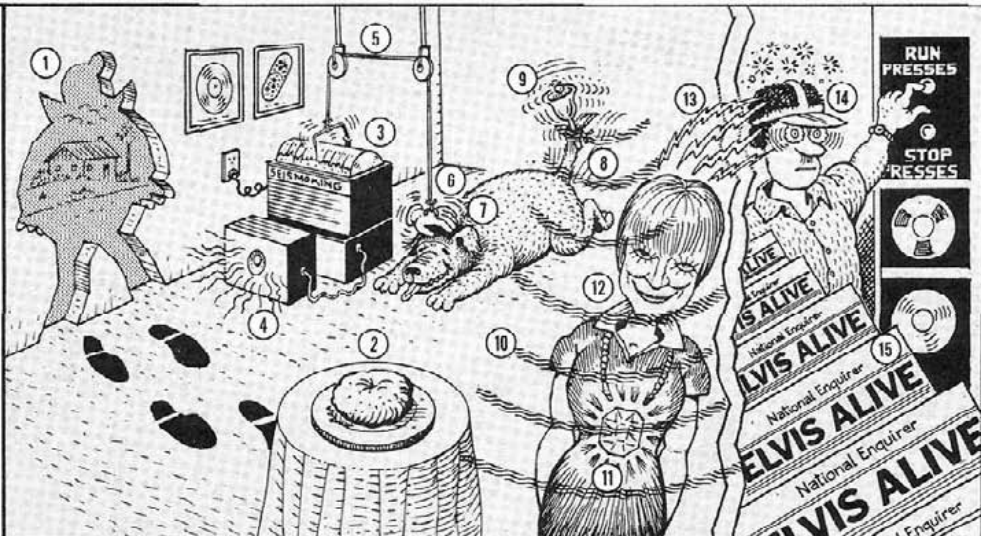
who created them. No, not Charlie Schulz, you yahoo! Rube Goldberg! G-O-L-D-B-E-R-G!  
So, with a tip of the MAD dunce cap, we blatantly swipe and update this great idea with ...

# MODERN GOLDBERG CONSTRUCTIONS

WRITER: MIKE SNIDER

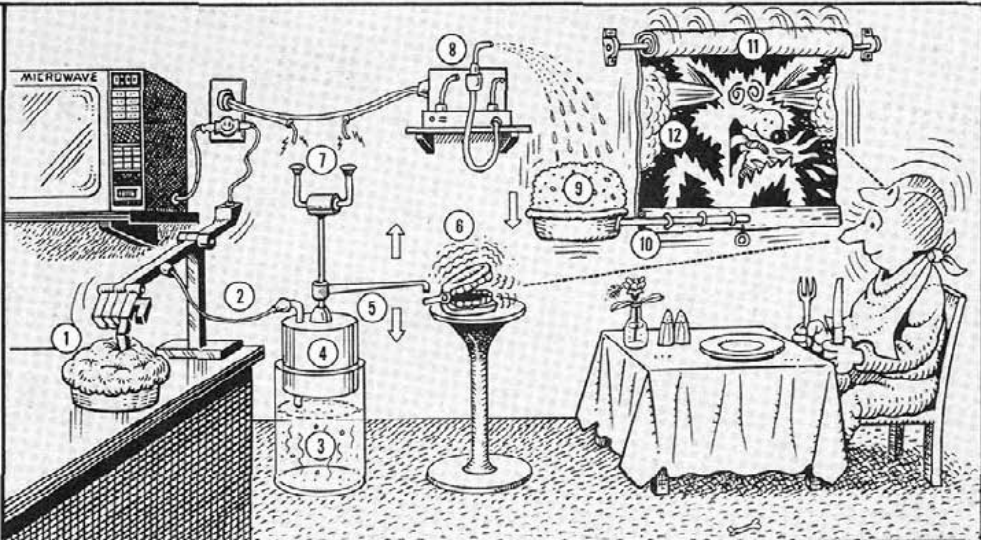
## THE HANDY-DANDY ELVIS DETECTOR

Subject enters through Elvis-sized hole (1) and makes a beeline for jelly donut (2), setting off seismograph (3). Photo-electric beam (4) "counts" number of legs to prevent false alarm by crowds of people weighing the same as Elvis. Wildly swinging seismograph needle activates pulley (5) causing plastic hand (6) to pat dog (7) on head. Dog responds by wagging tail (8). Bell (9) attached to tail starts ringing loudly, sending out powerful sound waves (10) which vibrate occult crystal pendant (11) on psychic actress Shirley MacLaine (12). This causes her to transmit telepathic message (13) to *National Enquirer* editor (14), who hypnotically prints headline "ELVIS ALIVE" (15).

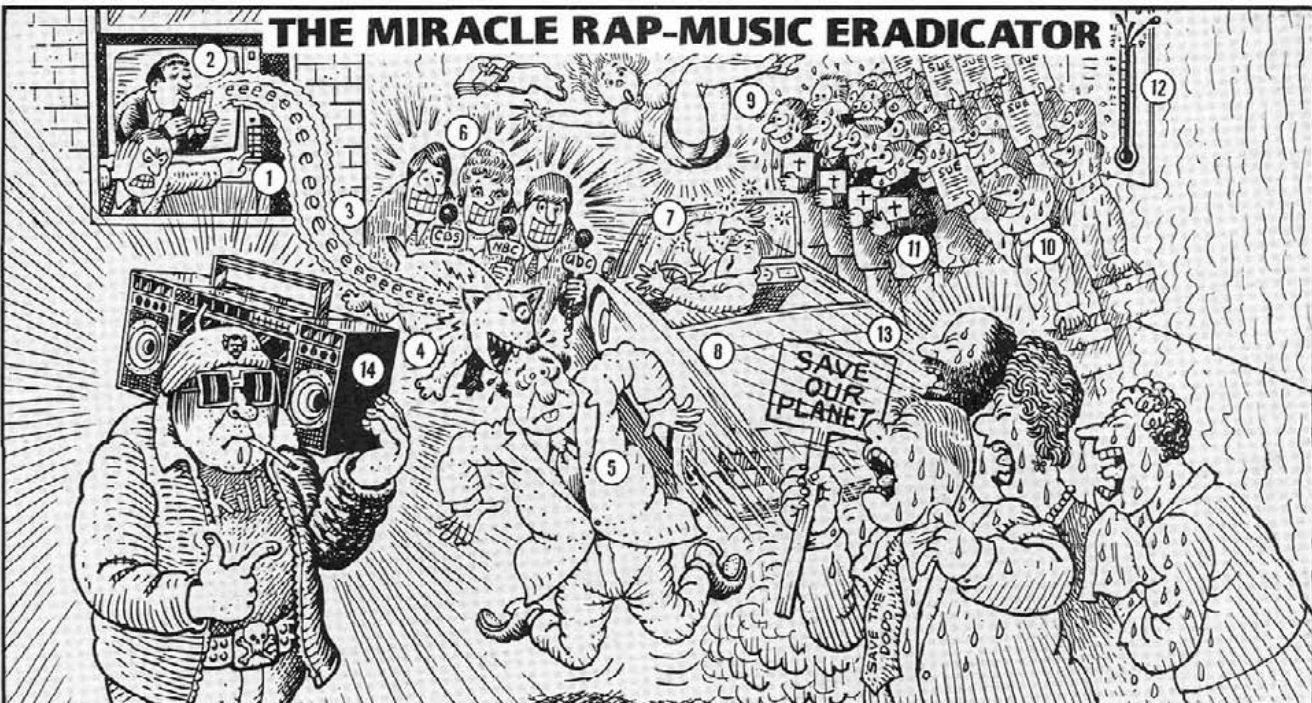


## THE MICROWAVE DINNER TEMPERATURE TESTER

Temperature of just-cooked food (1) is conducted through sensor probe (2) and into beaker of water (3). STILL-FROZEN food cools water, reducing air pressure in beaker, which draws down piston (4) causing copper blade (5) to flip switch of novelty-chattering teeth "COLD" indicator (6). SCALDING-HOT food heats water, increasing air pressure and driving piston up. Copper blade completes electrical circuit (7) to Water Pik (8), which saturates sponge (9) attached to metal rod (10). Weight of sponge and rod unrolls movie screen (11) upon which is projected Wile E. Coyote "HOT" indicator (12) from a classic Warner Brothers Roadrunner cartoon.

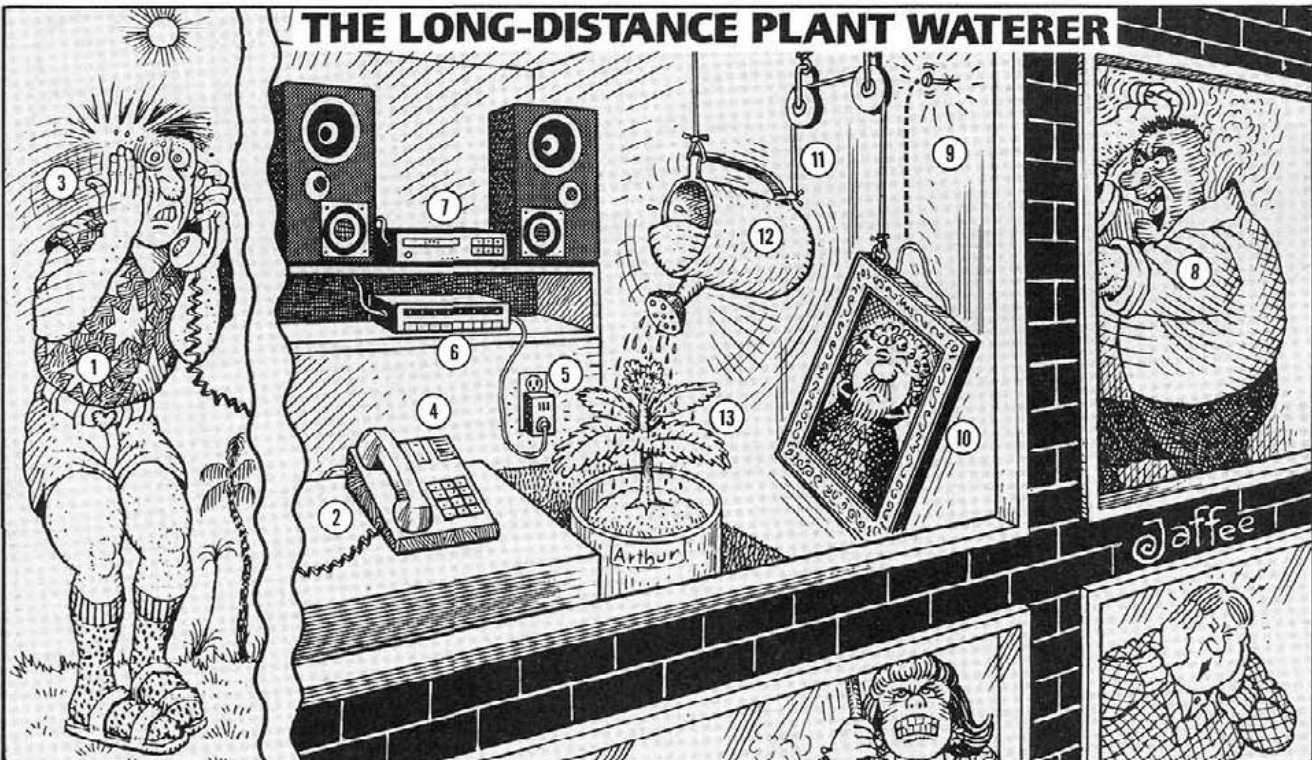


## THE MIRACLE RAP-MUSIC ERADICATOR



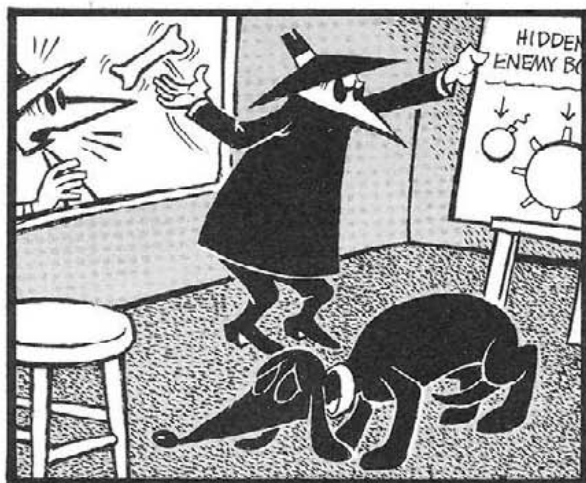
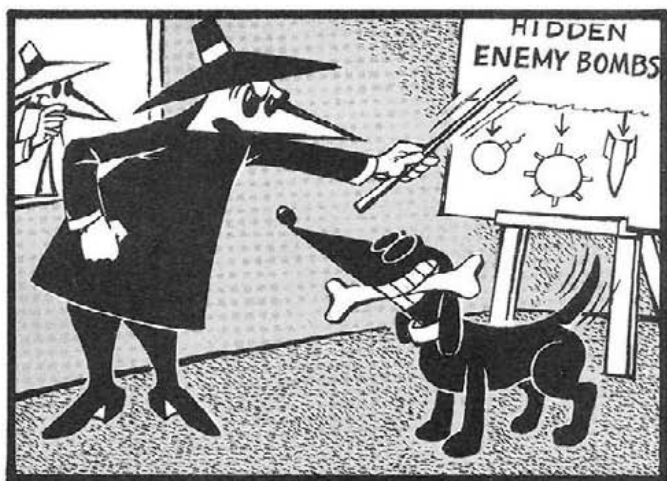
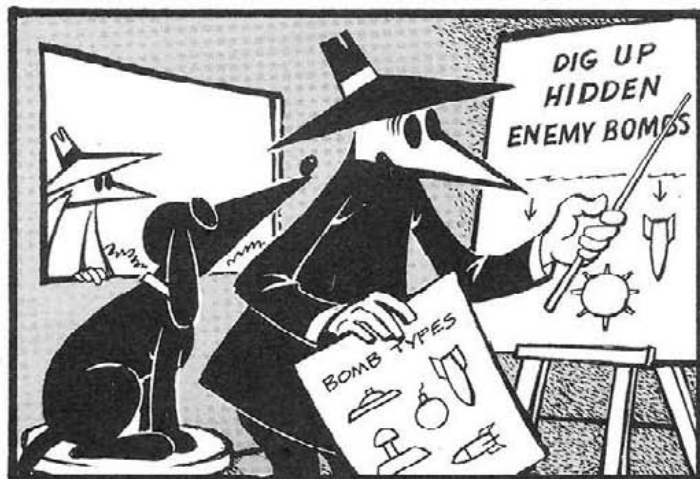
At first sign of loud rap music, switch on TV (1) to random cable channel, which naturally is showing a "Zamfir" commercial (2). Annoying high-pitched sound of pan flute (3) rouses Pit Bull dog (4), who bites nearby man (5), attracting a crowd of local TV news reporters (6). Their blinding smiles disorient passing driver (7), who slams on the brakes of his Audi 5000 (8), causing it to accelerate and hit miniskirted secretary (9), attracting a crowd of personal injury lawyers (10) and (for entirely different reasons) a crowd of TV evangelists (11). Body heat from all the reporters, lawyers and tele-preachers raises air temperature  $1\frac{1}{2}$  degrees (12) triggering a protest demonstration (13) about the Greenhouse Effect, which completely drowns out radio (14).

## THE LONG-DISTANCE PLANT WATERER



Plant-lover on vacation (1) calls his home phone (2). Upon hearing his own stupid answering machine message (3), he winces and slaps himself. Sound of slap is transmitted through answering machine speaker (4) to "The Clapper" switching device (5), causing it to turn on stereo amplifier pre-set to maximum volume (6) and CD player pre-loaded with the greatest hit of Metallica (7). Within microsecond of music starting, neighbor (8) begins angrily pounding wall (9), knocking picture (10) off its nail and pulling wire (11) attached to watering can (12), tipping it and watering plant (13).

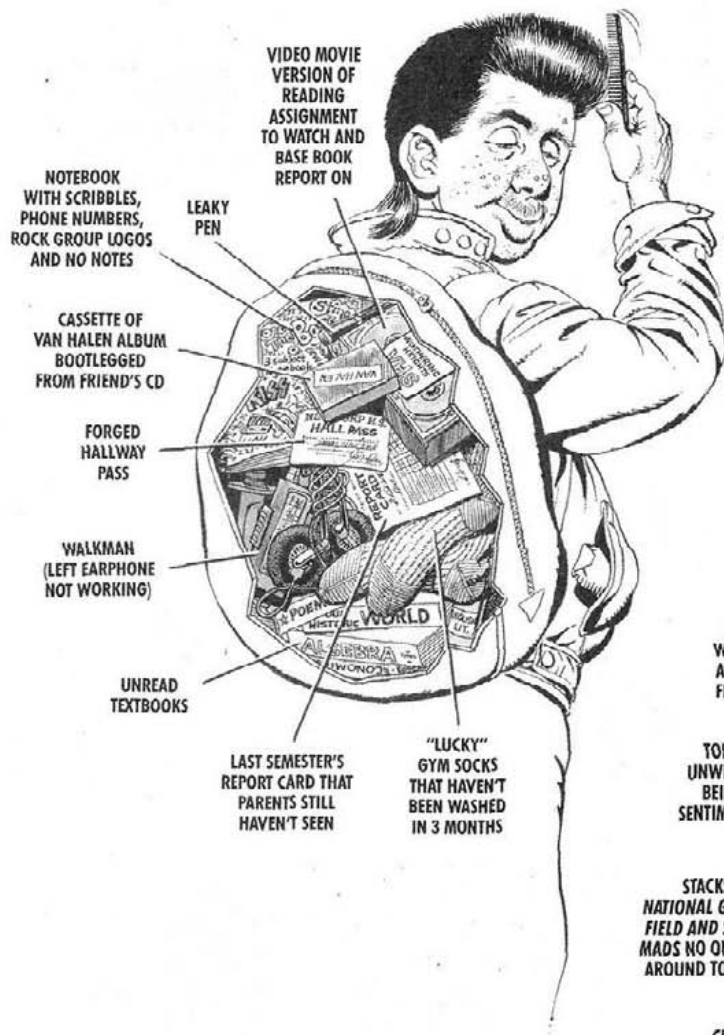




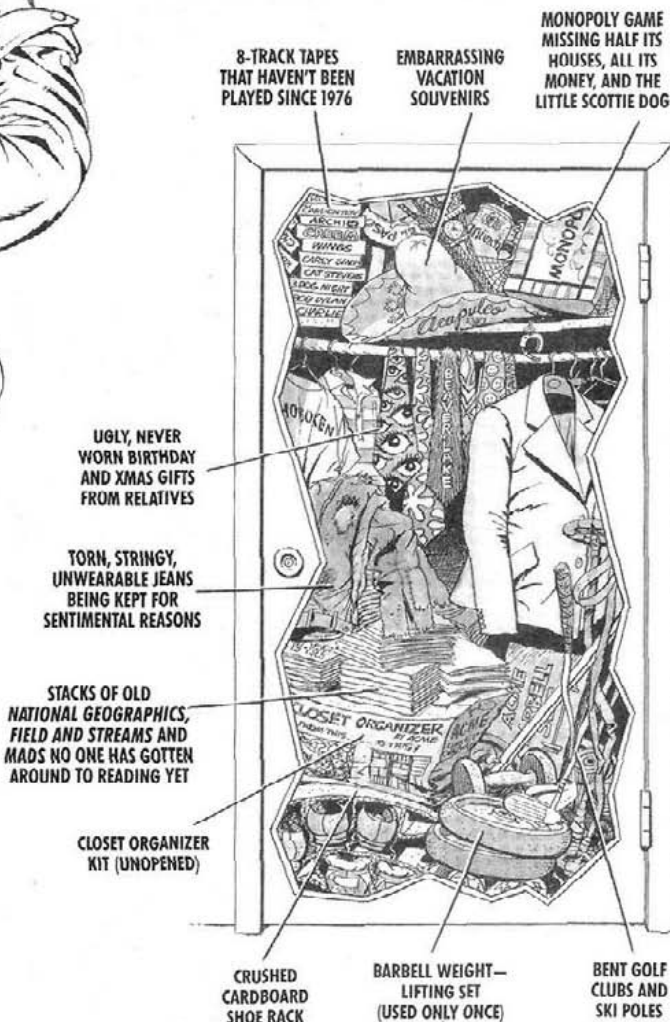
If you've ever opened a science textbook (and we're not sure any of our readers ever have!), you've seen "cross sections" of volcanoes, the Earth's core, and so on. These diagrams cut away one side of a structure, revealing the layers inside. But unless you're a geologist, who cares about shale or igneous rock?! We sure don't! But what about regular items?! We'd rather see...

# CUT-AWAY of ever

## HIGH SCHOOL BACKPACK



## HALL CLOSET





# CROSS SECTIONS yday items

ARTIST: GEORGE WOODBRIDGE

WRITER: CHARLIE KADAU

## WOMAN'S HANDBAG



## SUPERMARKET SHOPPING BAG



# TRAVEL SUITCASE

WRINKLED, DIRTY  
SHIRTS AND PANTS  
PULLED FROM LAUNDRY  
HAMPER AT THE  
LAST MINUTE

HAIR DRYER THAT  
WILL BLOW OUT  
WHEN PLUGGED INTO  
FOREIGN COUNTRY  
WALL SOCKET

TUMS, MAALOX, HALEY'S M.O.,  
ASPIRIN AND OTHER MEDICATIONS  
THE NEED FOR WHICH WAS  
DISCOVERED ON THE LAST TRIP

TRAVEL CAN  
OF "FOAMY"  
WITH ENOUGH  
CREAM LEFT  
FOR 1/2 SHAVE

COLOR FILM  
RENDERED USELESS  
BY AIRPORT  
SECURITY  
X-RAY MACHINE

MISMATCHED  
SOCKS

EMPTY SPACE WHERE  
HOTEL RESERVATION  
CONFIRMATION  
NUMBERS AND OTHER  
IMPORTANT INFORMATION  
SHOULD BE

# AUTOMOBILE GLOVE COMPARTMENT

MAP OF STATE  
DRIVER HAS  
NEVER BEEN TO

DRIED-OUT  
MOIST  
TOWELETTE

NUMEROUS  
UNPAID  
TRAFFIC  
TICKETS

SIX EXPIRED  
AUTO INSURANCE  
I.D. CARDS

EMPTY  
BIC  
LIGHTER

USED  
KLEENEX

RANCID  
FAST FOOD  
KETCHUP AND  
MUSTARD  
PACKETS

ENVELOPE OF  
SUGAR THAT  
HAS SOLIDIFIED

FLASHLIGHT  
WITH DEAD,  
LEAKING  
BATTERIES

SUNGLASSES  
WITH ONE  
LENS MISSING



**DRAINING THE TUBS DEPT.**



Hi, I'm Howard Stoned, famous DJ, health nut and great lover! This is my sidekick, Bobin, whose job is to laugh at everything I say! You're probably wondering why I'm doing a gig for MAD. Well, if you saw my Pay-For-View TV Special, then you know I'm lucky to get any work at all! Anyway, as anyone who's been to the beach lately will tell you, America is faced with a serious problem. No, schmuck, I don't mean pollution! I mean fat! Rolls and rolls of disgusting fat! Many Americans are grossly overweight! In fact, a whole new industry has sprung up to help these roly-polies shed their ugly blubber. So join us as...

# MAD VISITS A FAT FARM

ARTIST: PAUL COKER

WRITER: LOU SILVERSTONE

Welcome to  
Max's Weight  
Controllers  
Lifestyle,  
Fitness and  
Health Spa.  
I'm Dr.  
Maximus  
Glutious.

Doc, how  
did you  
get  
into  
this  
weight  
control  
business?

I used to  
run a  
mountain  
resort and  
I suddenly  
became very  
health  
conscious.

You  
were  
worried  
about  
the  
health  
of your  
guests?

No, I was worried about the health of my  
bank account! I was going broke feeding  
those slobs! So, I changed the name from  
"Max's Lake Kolesterol Retreat" to "Max's  
Health Spa," put all my guests on a diet and  
tripled the rates! I figured if it costs  
so much to get fat, why shouldn't it  
cost even more to get rid of it!

One thing's  
for sure,  
man, anyone  
who comes  
in here is  
gonna end  
up lighter  
in the  
wallet!

Hahahaha!  
Sorry, but  
like the  
man said,  
I gotta  
laugh no  
matter how  
lousy his  
jokes are!



We take a photo of everyone when they arrive and when they leave. Then we take a third photo of them three months later!

But in these "three months later" shots, everyone looks as fat as they did BEFORE they joined your program!

That's what's so great about this business! 95% of people who lose weight put it right back on and return here to start all over again!

All guests get a thorough 15-minute physical when they sign up. It's \$600 extra, but we feel that it's totally worth it!

\$600 for a 15-minute physical? Any normal doctor charges only \$40!

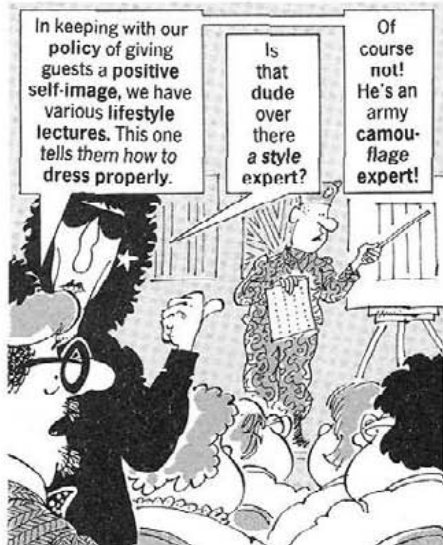
Actually we only charge \$40 too! We add another \$40 to cover the cost of medical equipment we lose in their layers of blubber—and the other \$520 is compensation for having to see them naked!







This is our aerobics class. We tried using hula hoops but too many guests couldn't get them off!



In keeping with our policy of giving guests a positive self-image, we have various lifestyle lectures. This one tells them how to dress properly.

Is that dude over there a style expert?

Of course not! He's an army camouflage expert!



Believe it or not, these pictures are both the same woman! This is before she met Dr. Spoonfed and this is after Dr. Spoonfed did his work!

Why that's absolutely incredible! Dr. Spoonfed must be a fantastic dietitian!

What dietitian? He's a master photo retoucher!



Does everyone here eat the same food?

No, each guest receives his own personalized diet.

Some personalized diet, huh? Some people get butter and some people get margarine. Everything else is exactly the same!

Yeah, but we really do personalize the bills. The more money they have, the more we charge for the same services!



These people are on our desperation diet!

They don't! That's why they're desperate!

Shh! Don't say the word "turkey" in this place! You could start a stampede!

What do they eat?

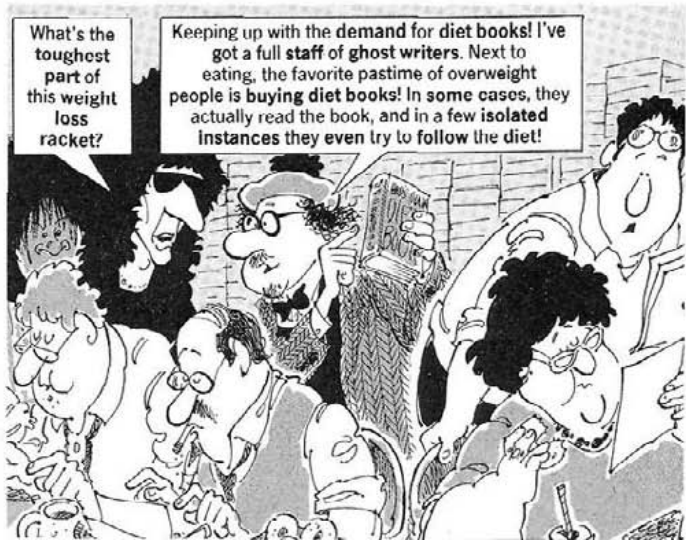
They just stop eating? They go cold turkey?



We don't starve them! Three times a day they're given a glass of flavored beef extract gelatin that provides all of their nutritional needs. This happens to be my personal favorite diet!

Because the people lose a lot of weight?

No, because I charge them for three meals a day and I don't have to feed them!



What's the toughest part of this weight loss racket?

Keeping up with the demand for diet books! I've got a full staff of ghost writers. Next to eating, the favorite pastime of overweight people is buying diet books! In some cases, they actually read the book, and in a few isolated instances they even try to follow the diet!



What was your best-selling diet book?

This one, "The Eat Whatever You Want Diet"!

That sounds great! But how do you lose weight eating whatever you want?

You don't! But what the hell, life is short!



We also put out our line of Weight Controllers Special Diet Food.

That doesn't look any different from the other stuff in the supermarket!

Of course it's different, Robin! The portions are about half as big and the price is twice as high!



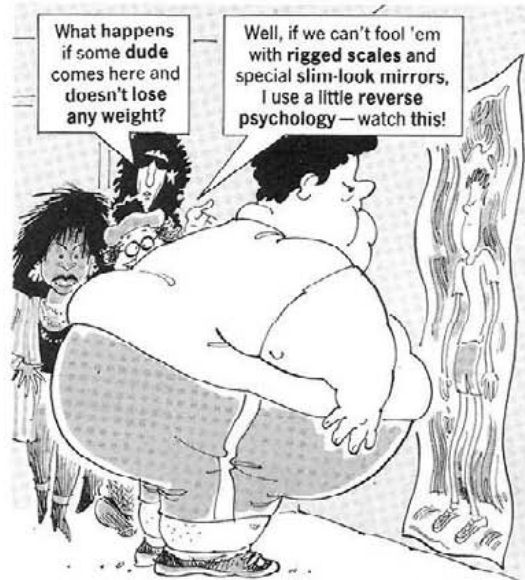
Many of our guests return every year, like Mrs. Shlumpman here.

Do you keep returning because the program makes you look and feel better?

No, I come back because I love to go to the movies!

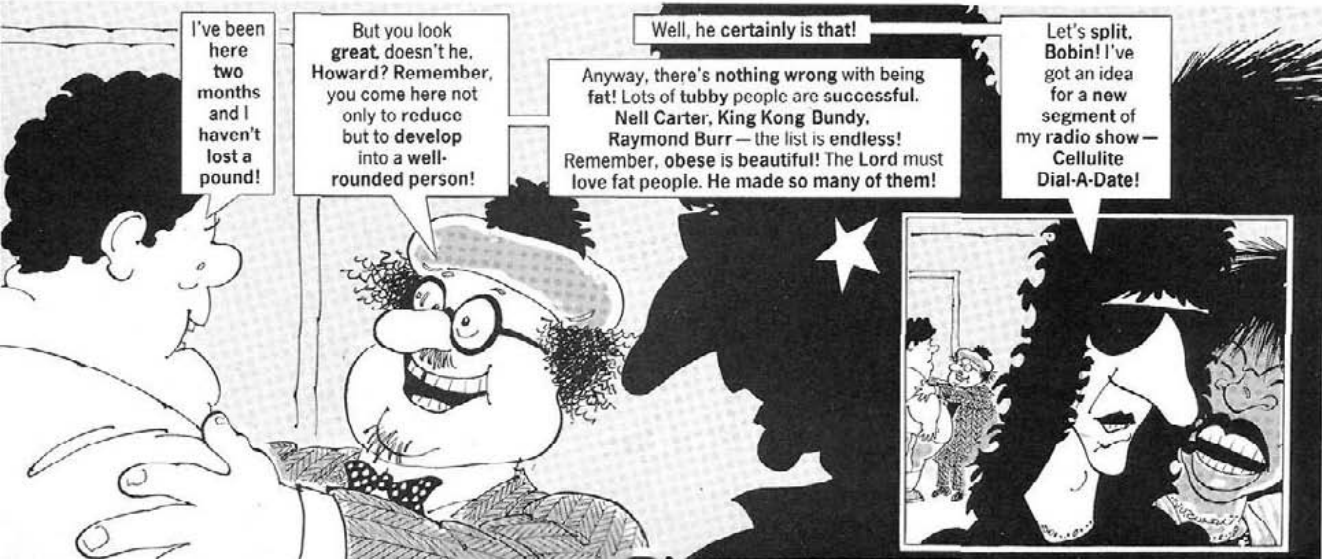
Do they have a fat film festival or what?

No it's the extra room! There are so many fat people in town that the theatre owners put in special wide seats!



What happens if some dude comes here and doesn't lose any weight?

Well, if we can't fool 'em with rigged scales and special slim-look mirrors, I use a little reverse psychology — watch this!



I've been here two months and I haven't lost a pound!

But you look great, doesn't he, Howard? Remember, you come here not only to reduce but to develop into a well-rounded person!

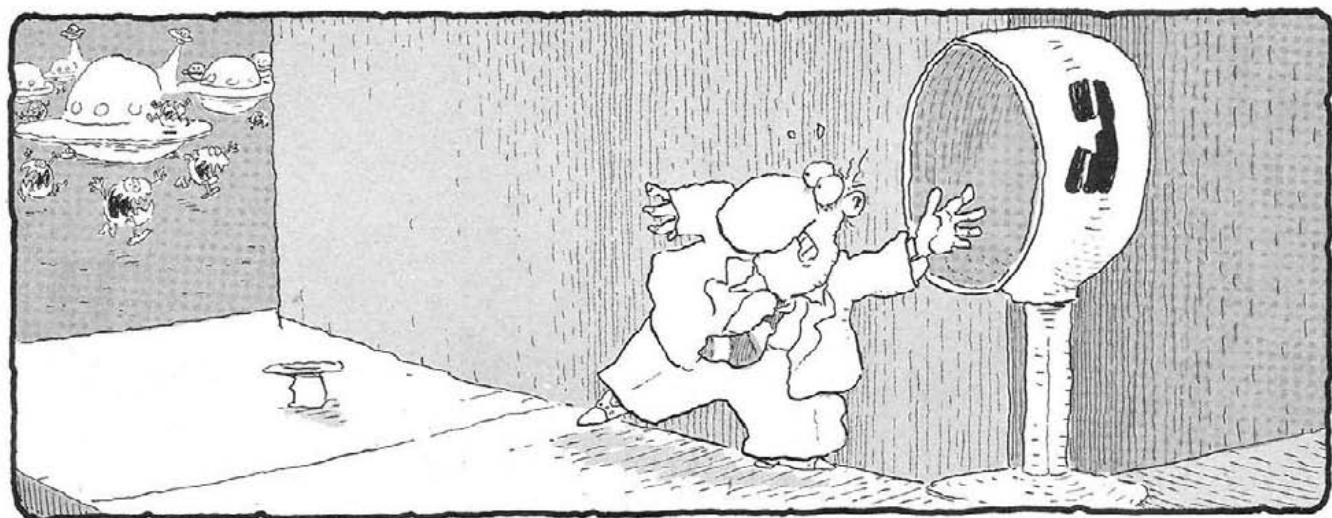
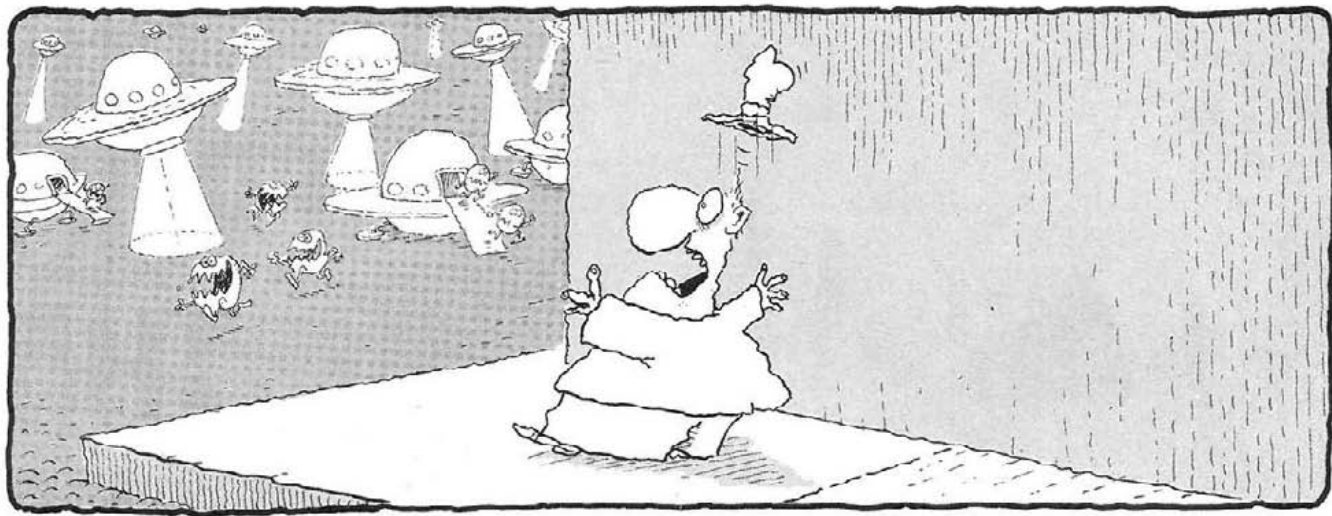
Well, he certainly is that!

Anyway, there's nothing wrong with being fat! Lots of tubby people are successful. Neil Carter, King Kong Bundy, Raymond Burr — the list is endless! Remember, obese is beautiful! The Lord must love fat people. He made so many of them!

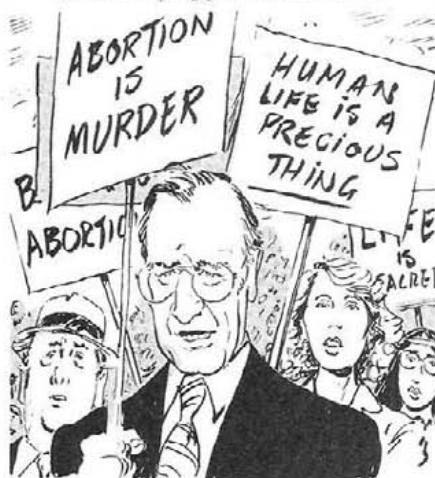
Let's split, Bobin! I've got an idea for a new segment of my radio show — Cellulite Dial-A-Date!



# THE ALARMING ALIEN ATROCITY



...bitterly oppose abortion...



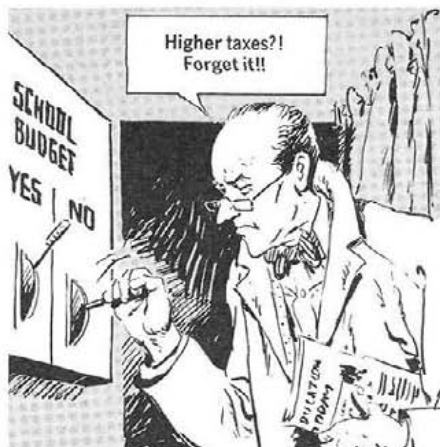
...are in favor of the death penalty!

...condemn pornography, sex and adultery the loudest...



...expect to be forgiven when they're caught messing around!

...gripe about the quality of education...



...vote against any tax hike that would give more money to the schools!

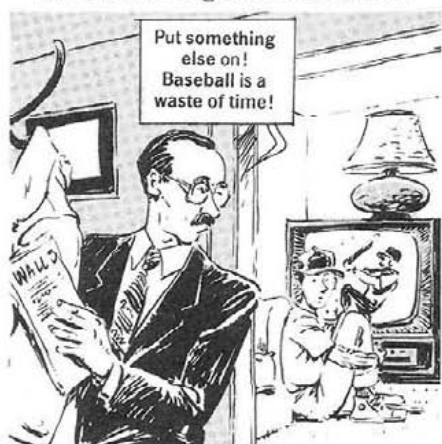
HYPOCRITIC OAFS DEPT.

Did you ever notice that the same time coming up with hackneyed

# DID EVER THAT SAY PEO WH

ARTIST: HARRY NORTH

...aren't interested in sports and don't attend a game all season...



ne MAD writers who waste their premises come up with stuff like

# YOU NOTICE THE ME PLE IO...

WRITER: LOU SILVERSTONE



...end up with seats for Play-off and World Series games!

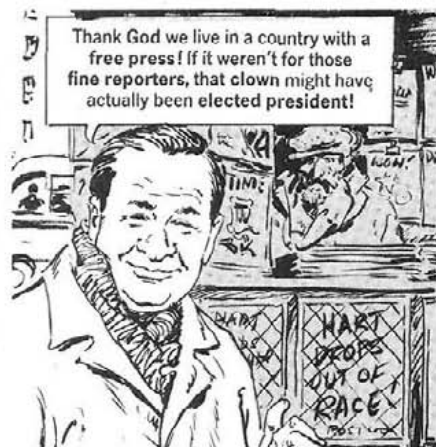
... say the government should do something about the homeless...



...blame the media for Nixon's downfall...



...go hog wild when it's suggested a shelter be put in their neighborhood!



...praise the media for exposing Gary Hart's womanizing!

...avoided serving in Vietnam...



WORLD ATLAS

...are among the most gung-ho hawks in the country today!



CARD SHOCKS DEPT.

There's a popular game out called **A Question Of Scruples**, in which players ask each other questions pulled from a deck of "Scruples" cards. The questions are designed to reveal the strength (or complete lack of) a player's ethics, moral feelings and

# SOME REAL "SCRUPLES" WE'D LIKE TO ASK



Q

In your opinion, the divorce settlement which awards half of your money to your "ex" is a travesty of justice. Do you seek illegal ways to avoid payment?

JOHN GOTTI

Q

Your best friend asks to borrow \$2,000 for a year. Do you charge interest?

JOHNNY CARSON

Q

A friend has sunk into a depression and behaves in an unattractive manner. Do you distance yourself until your friend gets it together?

SEN. JOE BIDEN

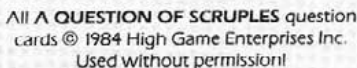
Q

As a professor, regulations require you to fail a student guilty of plagiarism. A student admits to buying an essay. Do you flunk him?

ROBIN GIVENS

**COUPLES" QUESTIONS  
SOME REAL PEOPLE**

**GOTTI PHOTO: NEIL SCHNEIDER/NY POST**





Q

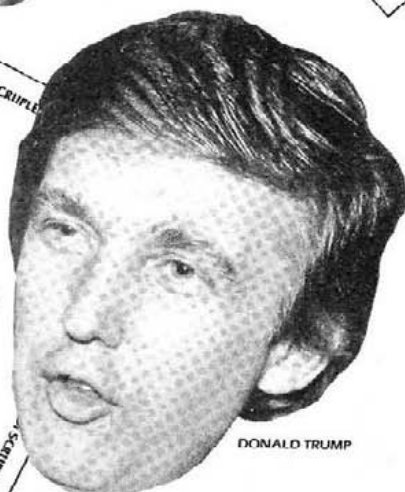
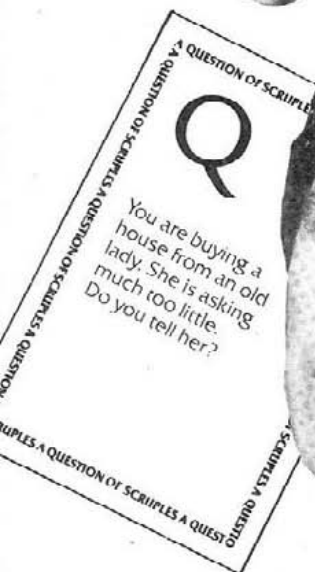
You are applying for a job that requires experience you don't have. Do you claim that you do?



DAN QUAYLE



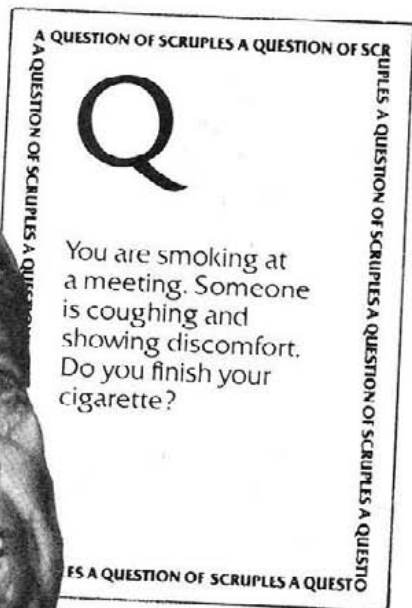
KITTY DUKAKIS



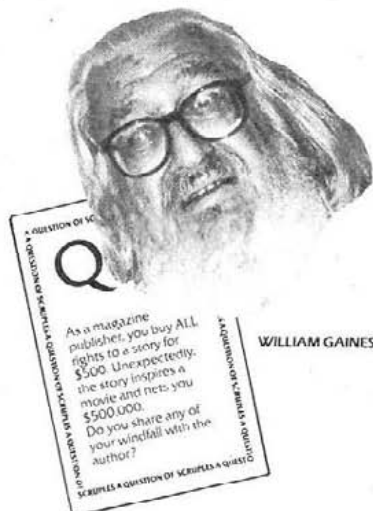
DONALD TRUMP



BOB GUCCIONE



MORTON DOWNEY, JR.



WILLIAM GAINES



### THREE MEN AND A BODY DEPT.

What's worse than taking a bad idea for a half hour TV show and stretching it into two hours? Right! Doing it with *three* different bad ideas and calling it...

# THE ABC MISERY MOVIE

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO



Speaking of archeology, that's gotta be the oldest, most crumpled face I ever saw!

Hey, listen, I don't believe in cosmetic surgery like you do, B.S.! Is that a crime?

I wasn't talking about your face, Clodumbo! I was talking about the victim's face!



Speaking as an anthropology professor who will only teach students who get themselves involved in crimes that I can solve, I'd say that body is a perfectly preserved example of a neo-dingdong civilization housefrau born somewhere between 210 A.D. and 1930!

Wow! You bald anthropologists really know your stuff! But somehow that face looks familiar!

You're right! That's Jessica—the old broad from "Murder, She Wrote"!



I'm not surprised Jessica got it! Every friend, relative, or minor acquaintance she ever had got murdered at one time or another, and that includes her postman and the paper delivery boy! There was nobody left to finish off except old Jessica herself!

Oh, by the way, Giddyup, if you'll pardon my famous curiosity, are you here to help with this case?

Sure! Remember, I'm an expert on relics — like Jessica — and besides, these days I'm not that welcome in New York City where my third of this show is based!

Can you blame them? In your first two shows you showed child pornography, public murders, satanic worship, animal sacrifice and brutal long wars! You're giving New York Cesspool a bad name!

Hey, man, I was just trying to show the cultural flavor of the city!

Well, my third of the *Misery Movie* series is hard-hitting too! Why, in just my first two episodes in ritzy Palm Beach I exposed stale danish at a fancy tea party and uncovered a candy wrapper on one of our pristine beaches!



You take the study of anthropology quite seriously, don't you, Giddyup?

Yes, quite! I even own several Ming vases Clodumbo!

Really? What a coincidence! My wife and I own a couple of Franklin Mint plates ourselves!



Speaking of relics, I'd say your raincoat dates back to the Musty Dynasty!

Really, Giddyup? My guess is that it dates back to Goodwill Industry!

Along with your wig! Listen, guys, I'm not that welcome in Hollywood anymore, either! People say I nag them too much! I mean, isn't that ridiculous?



Can you three so-called super sleuths please pay some attention to this body? It was discovered by the bulldozer operator! They're clearing this land to build!

Let me ask you this, officer, if you don't mind! Another condominium?

No, a playgroundominium! Palm Beach is getting even more exclusive! Parents are now paying \$250,000 a share for a section of swings and sliding ponds for their kids to personally own!

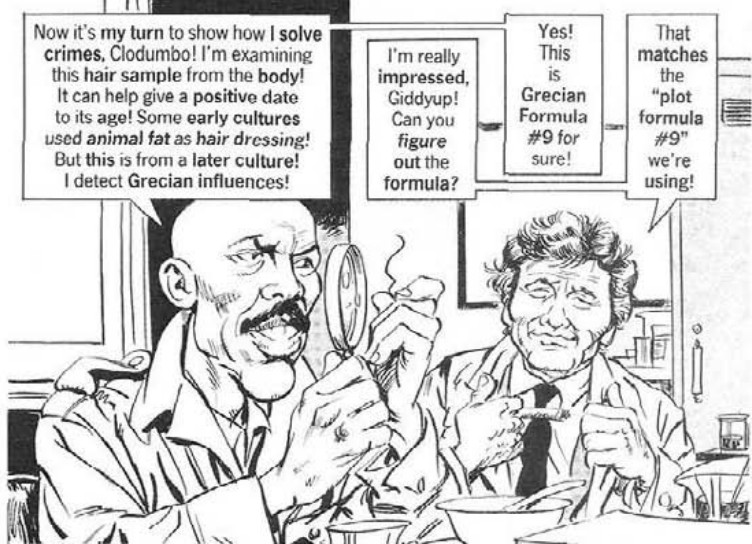
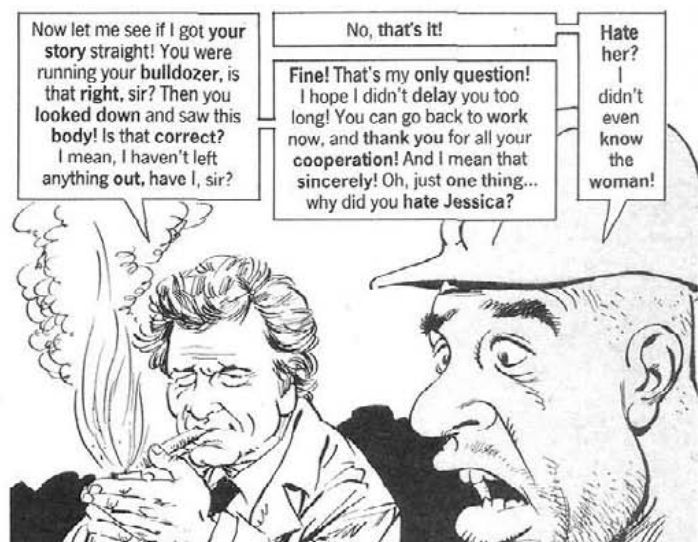
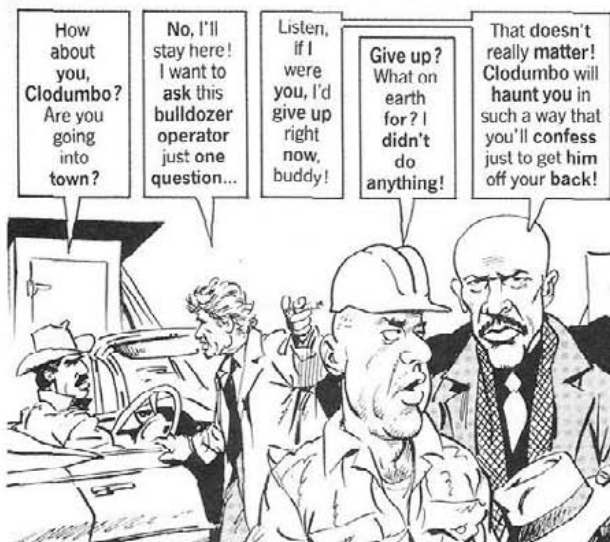
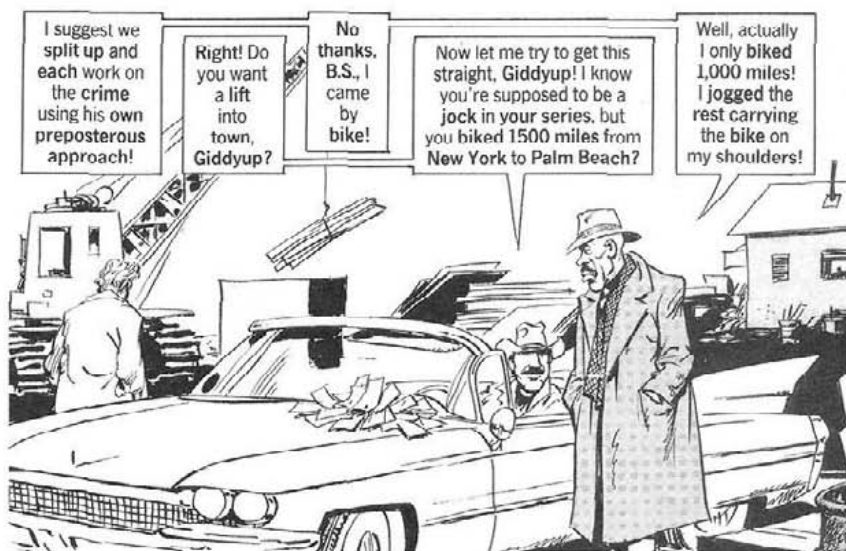
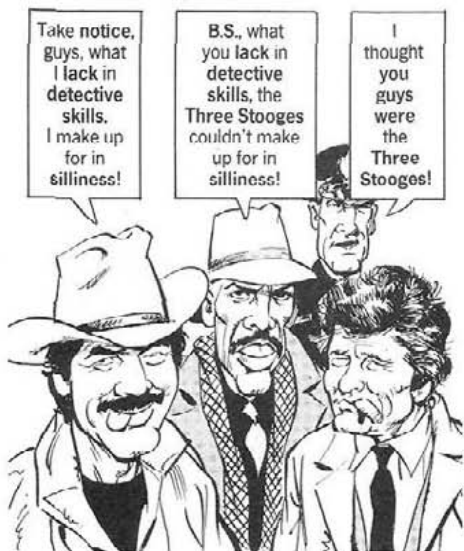
Hah! That's peanuts compared to the amount of money they offered me not to move here!

If you don't mind me asking, sir, is that all we have to go on? The body? That's it?

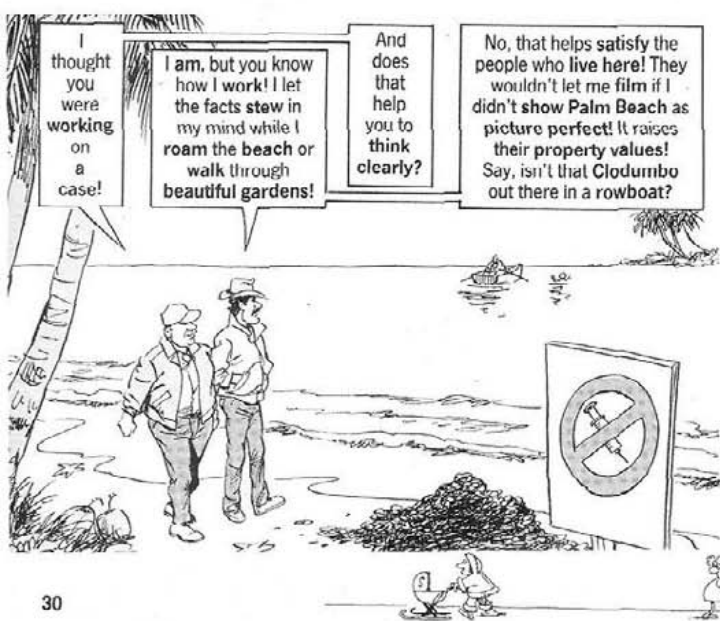
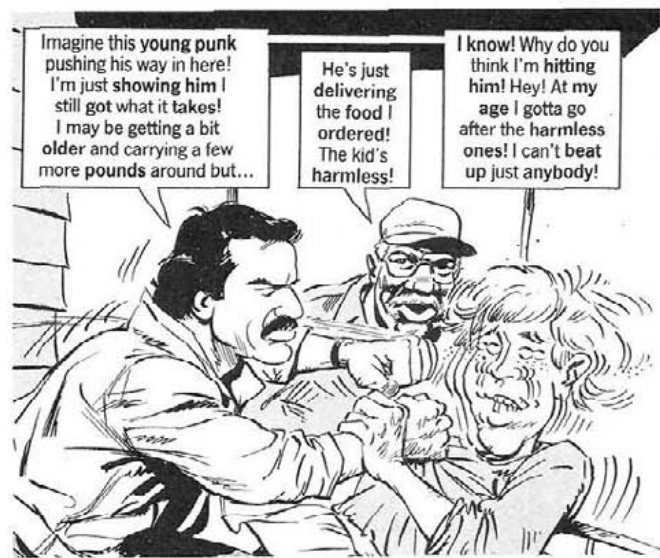
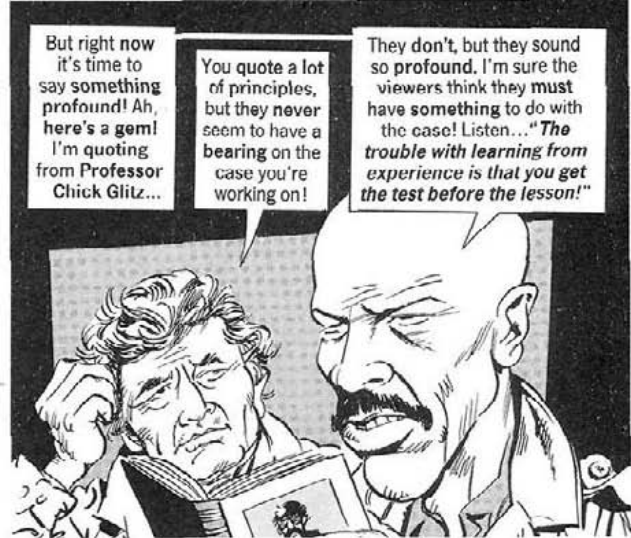
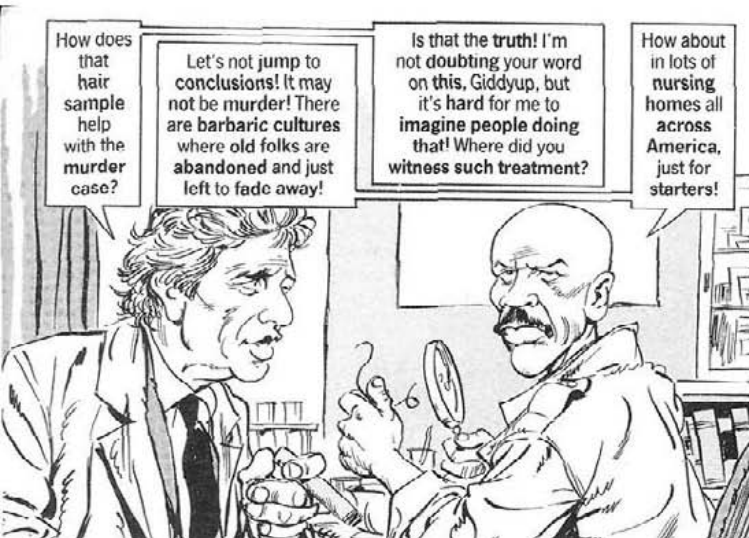
What more would you guys like?

How about the name of the killer? Better yet, the name and address of the killer!









Okay, let's spin it out again — a woman who plays a sleuth on a hit TV series is murdered! Now, who would have a strong enough motive to do it?

How about someone who plays a sleuth on a TV series that isn't nearly as successful as Jessica's?

You're right! Clodumbo killed her! Wait! It could also be Giddyup Olive!

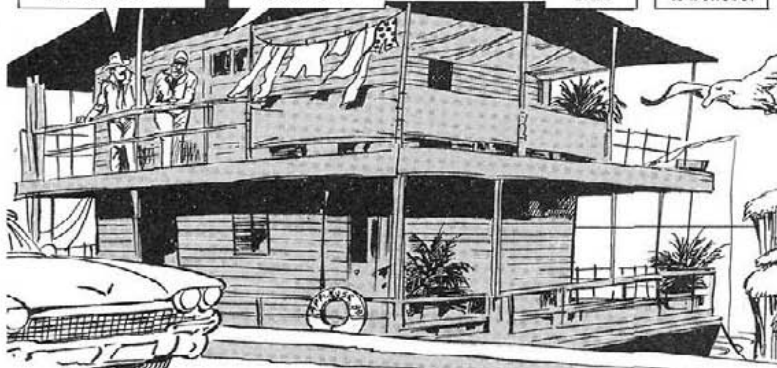
It might even be someone closer than that, B.S.!

You? No way, Odd! I find that too impossible to believe!

Listen, B.S., while you do some more thinking, I'll go out and dig up all the clues so you can once again solve the case and get all the credit!

Hey! How did you know that was my plan?

Easy! You signed to do only a 30-minute show! That means we need 90 minutes of filler to make this a two-hour movie!



I saw you trying to sneak onto my houseboat, punk! Stop!



I caught you and I'm not even winded! My God, it's Jessica! You're not dead!

Right! And I would've gotten away for sure if they hadn't sent in your double to run for you, fatso!



But how could you still be alive? We saw you lying in the field dead, right guys?

Did any one of you so called sleuths check to see if I was actually dead? I was just sound asleep!



Now let me get this straight, if you don't mind, Jessica! You mean to say that you were sound asleep and you didn't hear the three of us talking?

Of course I heard you talking! What do you think put me to sleep? But I figured I'd let you boys carry on like the jerks that you are and prove that just one old broad like me can outshine three old geezers like you!

Oh, yeah? Says who?

Well, the Neilson ratings, for one!



So we wasted our time on this crime?

You guys might have, but I didn't! That guy with the bulldozer already confessed to whatever crime takes place on my next show, so I'm one up on both of you!



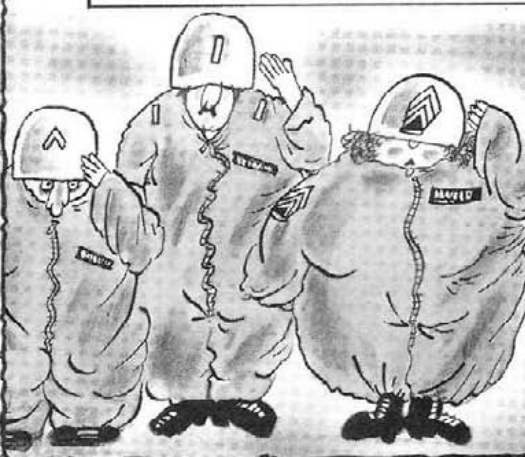
COMING TO A DEBT END DEPT.

# MAD Suggestions for REDU

REDUCE THE NATIONAL PARK WORKFORCE BY MAKING  
WILDLIFE EARN THEIR KEEP!



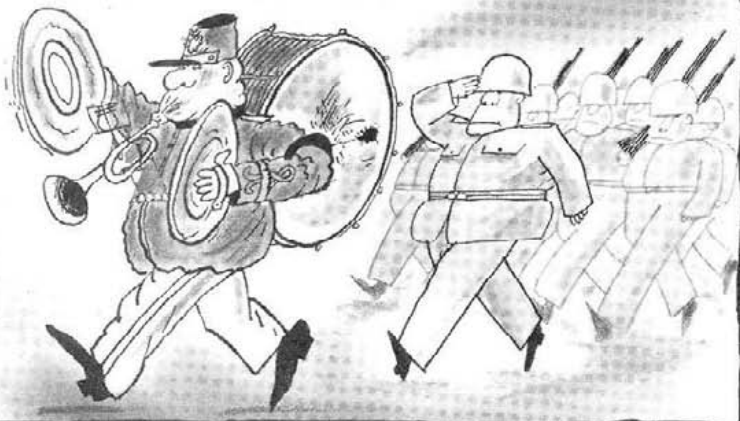
ISSUE "ONE SIZE FITS ALL"



PACKAGE AND SELL SHREDDED GOVERNMENT  
DOCUMENTS AS KITTY LITTER ...



REDUCE MILITARY PARADES  
TO A ONE-MAN BAND...



COLLECT ROYALTY FEES  
THE NATIONAL





# ING the NATIONAL DEBT

UNIFORMS TO THE ARMED SERVICES...



SELL VANITY LICENSE PLATES TO FOREIGN DIPLOMATS...



ARTIST AND WRITER: PAUL PETER FORGES

TURN OVER OUR FOREIGN LOAN COLLECTIONS TO A TOUGHER AGENCY...



FOR THE SINGING OF ANTHEM...

R-SPANGLED BANNER...



SET UP A "SHARE-A-RIDE" SYSTEM FOR GOVERNMENT LIMO USERS...



Legend has it that college athletes once were clean-living, law-abiding types idolized as role models. But with all the recent scandals, it seems a new breed of jock is emerging—one who's more a role model for aspiring criminals! Which leads us to this rhyming saga of

# TEN COLLEGE ATHLETES

ARTIST: JACK DAVIS

WRITER: FRANK JACOBS

Ten college athletes,  
The best the school could sign;  
One punched out a campus cop—  
Slam! Bam! We're down to nine.



Nine freshmen athletes,  
Beefed up and looking great;  
One OD'd on steroid shots—  
He's stiff, which leaves us eight.



Eight freshmen athletes,  
With juiced-up Porsches revvin';  
One was driving stolen wheels—  
Beep-beep—we're down to seven.



Four junior athletes,  
Unleashed and running free;  
One shot up a bar and grill—  
Boom! Boom! We're down to three.



Three senior athletes,  
In class, without a clue;  
One flunked out and stabbed his prof—  
Point made—which leaves us two.



Two senior athletes,  
Their school-days nearly done;  
One got nailed for coed rape—  
School's out—we're down to one.





*Seven soph'more athletes,  
Big spenders with the chicks;  
One took payoffs from alums—  
Bye, guy—that leaves us six.*

*Six soph'more athletes,  
Each betting he'll survive;  
One helped gamblers fix a game—  
Bet's off—we're down to five.*

*Five junior athletes,  
Hot stuff and out to score;  
One got busted dealing coke—  
Toot-toot—that leaves us four.*



*One college athlete,  
Respected, clean, sincere;  
My gosh, he's gonna graduate!  
Hey! What's he doing here?*





## COMPASSION



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## DOUBLE STANDARDS



## QUICK THINKING

I just heard a noise downstairs! It could be a burglar! I'm going to call for a pizza!

A pizza? Are you nuts? You should be calling the police!

No, nowadays the pizza delivery guy shows up faster than the police answer your call! If there's a burglar down there, he'll run!

# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## HUNTERS

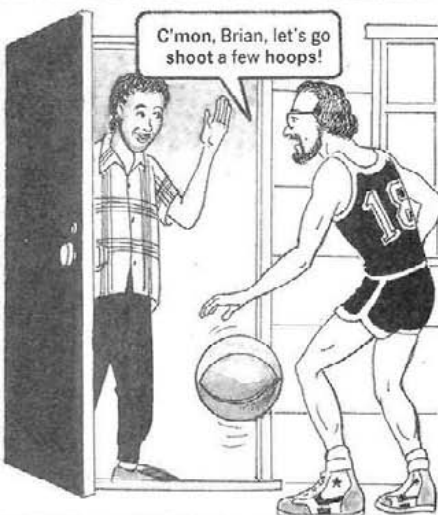
CAK! CAK! CAK!  
CAK! CAK! CAK! CAK!

There, that should prove that semi-automatic rifles can be used by sportsmen for hunting only! I sure got that critter!

You sure did, Billy Joe! I only wish we could tell what kind of a critter it was!



## BACHELORS



## RESTAURANTS



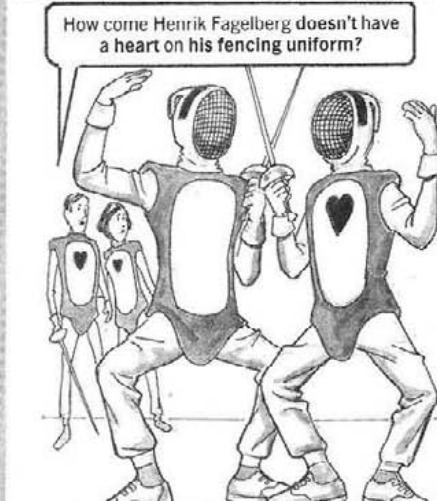
## COMPUTERS



## TELEVISION



## DRESS CODES





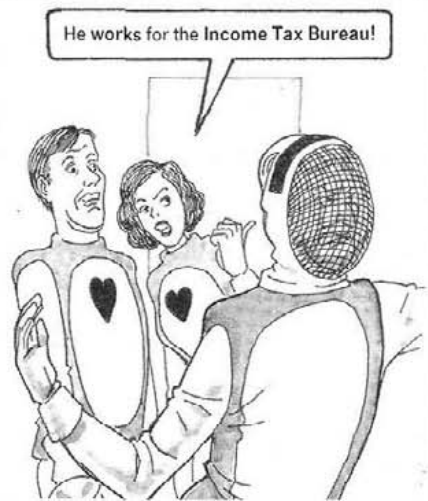
## SHOPPING



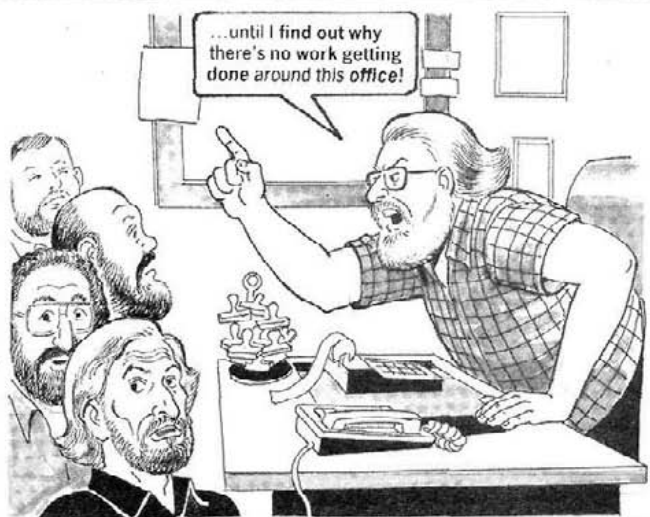
## TEENS



## PREDJUDICE



# THE OFFICE



## RELATIONSHIPS



## DOCTORS

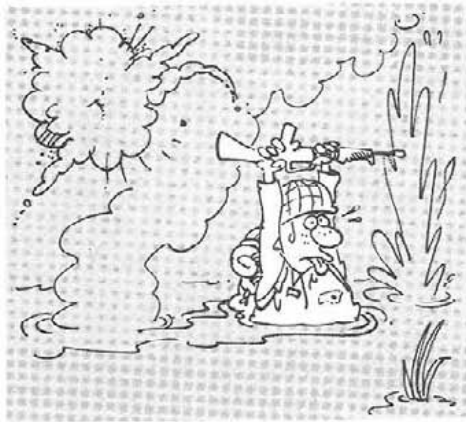
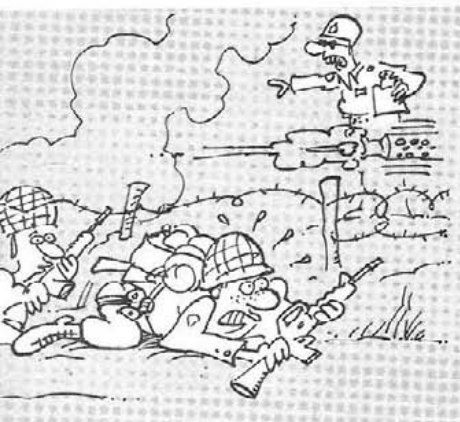
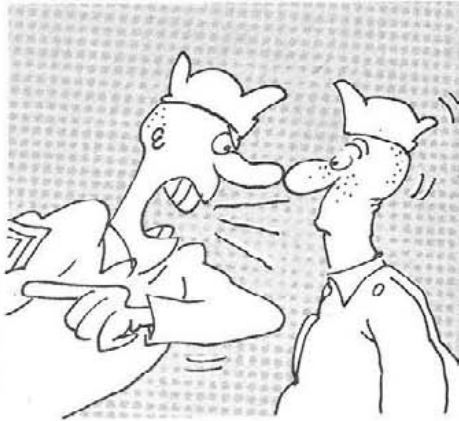
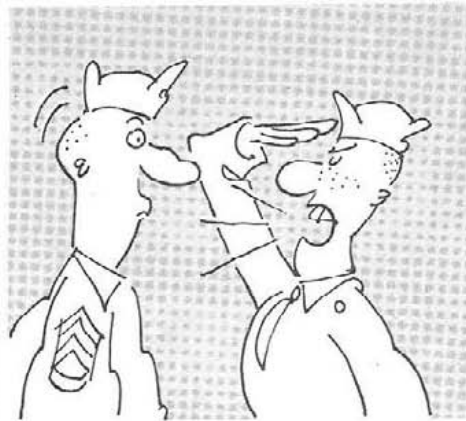
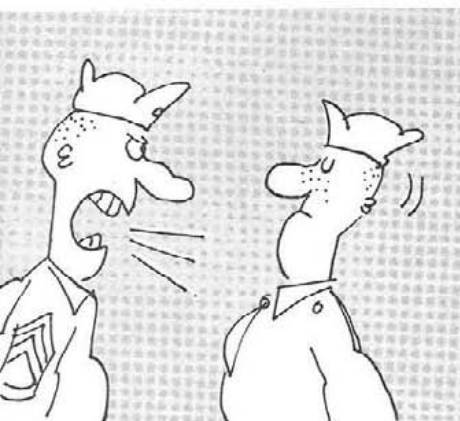


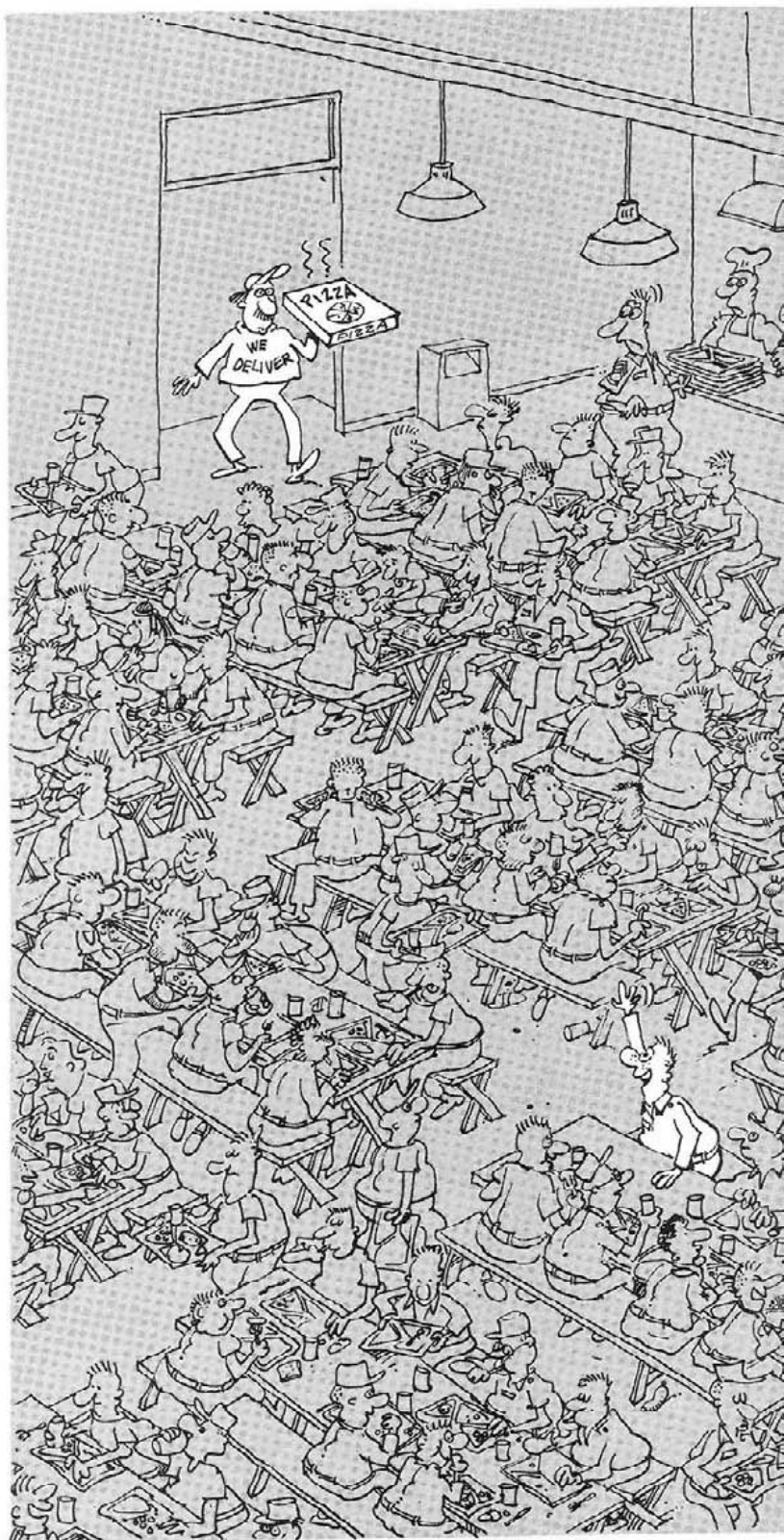
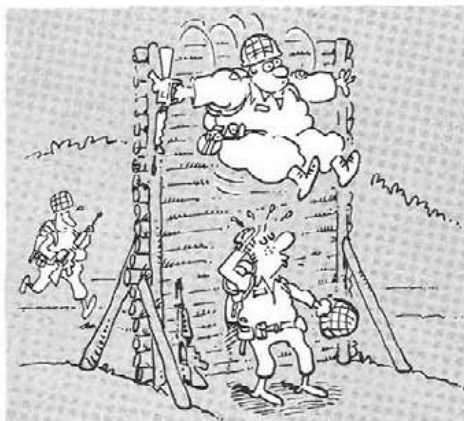
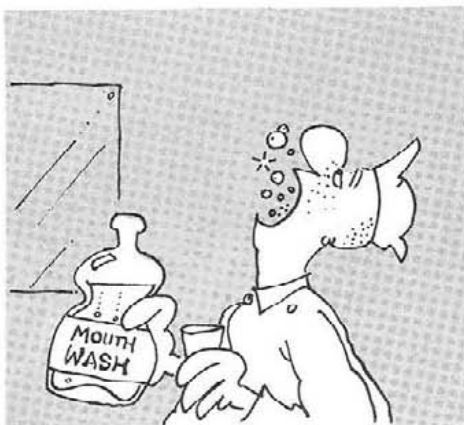
# A MAD LOOK AT BASIC TRAINING

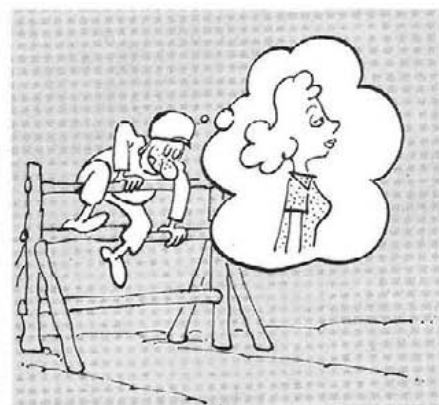
ARTIST AND WRITER: SERGIO ARAGONES













Remember those awful Teddy Ruxpin, Strawberry Shortcake and Cabbage Patch dolls? Other than costing a mint, they never taught kids anything about the real world! *These* dolls do! Here's...

# MAD's POLITICALLY INSPIRED DOLLS

ARTIST: RICK TULKA

WRITER: DENNIS SNEE

## LITTLE LILY WHITE The South African Apartheid Doll



The free world may frown on South Africa's stupid racial apartheid policies, but you'll never see a frown on the face of little Lily White! From her white skin to her white party dress to her naturally blonde hair (no black roots), Little Lily desperately clings to the backward notion that one race is superior to another! Lily comes with her own carrying case with separate (but not equal) compartments for all your dolls of other colors!

## TOKYO TOMMY The Japanese Investor Doll



Tokyo Tommy is a happy doll who likes to do what many of our Japanese friends like to do — "Buy America." No, not American products — Tommy wants to buy America itself! Tommy doesn't come with accessories like a dollhouse or swimming pool. He comes with a big bag of Yen, so he can buy *your* dollhouse and swimming pool and golf course and office buildings and corporations! Tokyo Tommy... get him now — before a trade war develops!

## FURIOUS FREDDIE The Unemployed English Soccer Fan Doll



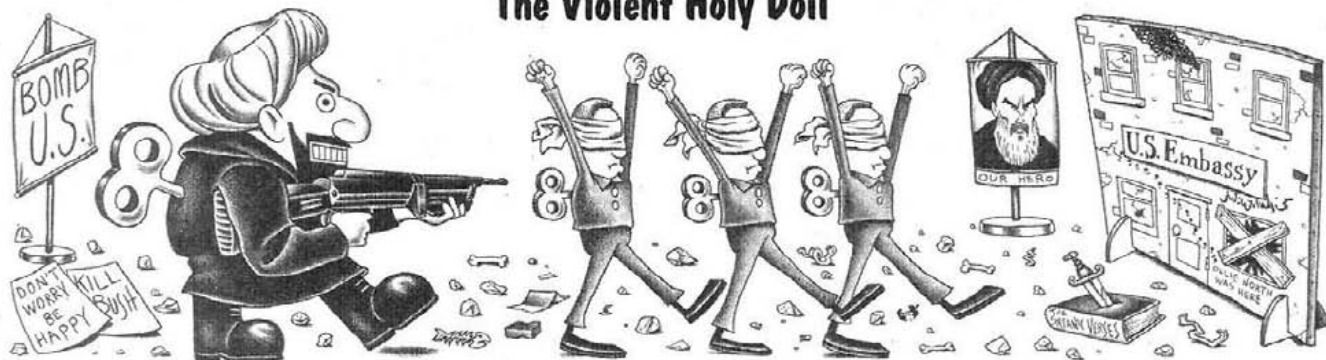
Furious Freddie is the perfect doll to teach a child about England's lackluster economy and her insane sports fans at the same time! Furious Freddie is annoyed about not having a job, and livid about his soccer team's loss record! Mix the two and you have one steamed Englishman! Plus, learn about British weather and British temperament with his handy umbrella! It opens to reveal a cute, effective billy club! Furious Freddie—he's a riot!

## NOT-SO-JOLLY ANATOLY The Russian Refusenik Doll



Let Not-So-Jolly Anatoly introduce you to an unpleasant aspect of life in the Soviet Union—the policy of not allowing Russian "Refuseniks" to leave the country! Anatoly comes with a doll "house arrest" set that he can play inside (but not get out of)! You can buy Anatoly at a toy store near you, but he doesn't have permission to leave the store. You can't take him home! Educational fun for everyone!

## DANGEROUS DAN OF IRAN The Violent Holy Doll



Mom, if your children have the bad habit of leaving their other dolls lying around, introduce them to Dangerous Dan of Iran! Dan will not only take the other dolls hostage (in his "Occupied U.S. Embassy" Action Set—sold separately), he'll also teach your youngsters about maniacal nationalism and fanatic devotion to an unstable, paranoid leader! Dan also comes with changeable signs to fit the uprising of the moment!

## CUDDLY CARLOS

### The Colombian Cocaine Kingpin Doll



The perfect doll to introduce a tiny tot to the world of international drug trafficking! Cuddly Carlos comes with both his "home" (jungle fatigues) and "away" (business suit) outfits. Also includes lifelike toy attaché case containing lifelike toy Uzi — for dealing with those pesky drug enforcement agent dolls! And, look for Cuddly Carlos's remote jungle landing strip and bulletproof limousine action sets (each sold separately)!

## ARGENTINE ANNIE

### The Missing Political Prisoner Doll



Like many citizens of Argentina, Annie somehow "turned up missing" between the doll factory and the toy store. What you get are a box, clothes and accessories, but no doll! Anytime your little brother or sister misbehaves, take out Annie's empty cardboard box and remind them about what happens to those who disagree with the ruling party (you)! Argentine Annie — She's the doll lots of people are talking about, but not too many have seen lately!

## BAN JOHNSON

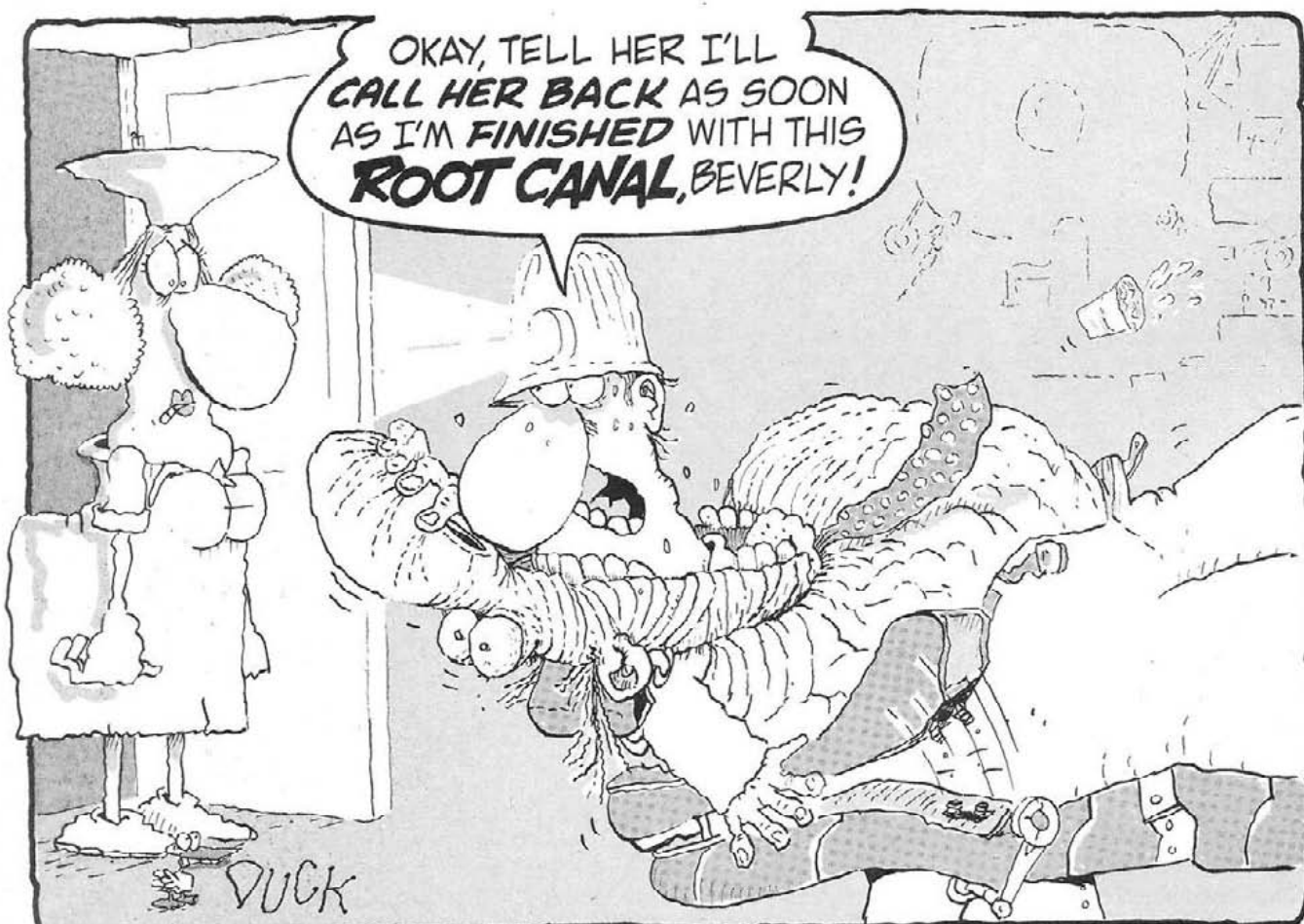
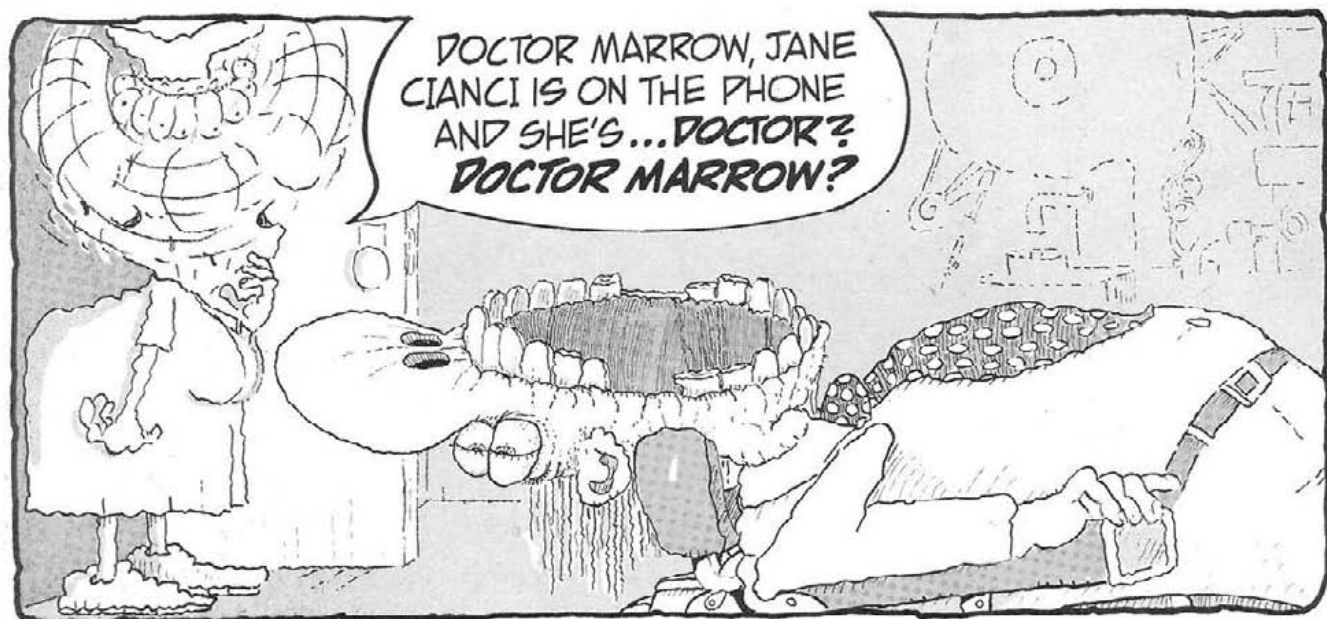
### The Disqualified Canadian Athlete Doll



Ban will teach you all about big muscles and Olympic medals, the pluses of steroid use! Each doll comes with toy specimen jars for make-believe "testing," and an authentic miniature Olympic medal with velcro backing, so you can pretend to be the International Olympic Committee and rip the medal right off Ban's chest! Look for Ban's friends Hunky the Hungarian weightlifter and Olga, the Soviet Shotputter!



# THE DREADED DENTAL DEBACLE





**WHAT KIND  
OF PLAGUE  
HAS TODAY'S  
PARENTS FEELING  
SHELL-SHOCKED?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Kids are into something lately that's descended like a plague on many parents. To find out what it is, fold in page as shown in diagram on the right.



**FOLD PAGE OVER LIKE THIS!**

**A ▶**

**FOLD THIS SECTION OVER LEFT**

**◀ B FOLD BACK SO "A" MEETS "B"**



**NINE OUT OF TEN PARENTS AFFECTED BY THIS PLAGUE --  
JUDGING FROM SOME OF THEIR COMMENTS--FEEL A  
TURN FOR THE BETTER ISN'T IN SIGHT. IT WILL STARTLE  
MANY OTHERS AS IT BECOMES A MAJOR STORY IN THE MEDIA!**

**A ▶**

**◀ B**



A SCENE WE'D LIKE TO SEE

EXXON



ANOTHER  
MAD  
MINI-  
POSTER